PROJECT REPORT

ON

"THE EFFECT OF UTILISATION AND HEDONIC MOTIVATION ON MOBILE SHOPPING OUTCOMES"

Submitted in partial fulfilment of the requirements for the award of degree of Master of commerce of the University of Calicut

Submitted by

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Under the guidance of

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P. VEMBALLUR- 680671 2022-2024

CERTIFICATE

This is to certify that the project report entitled **"THE EFFECT OF UTILISATION AND HEDONIC MOTIVATION ON MOBILE SHOPPING OUTCOMES" is** a bonafide record of project work carried out by **GOKUL KS** in partial fulfilment of her Master of Commerce of the University of Calicut.

Place: P. Vemballur

Date**:**

Smt. CHITHRA P

M.Com, M.Ed

Head of Research Department of Commerce

MES Asmabi College, P. Vemballur

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Smt. CHITHRA P

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DECLARATION

I, **GOKUL K S,** hereby declare that report entitled **"THE EFFECT OF UTILISATION AND HEDONIC MOTIVATION ON MOBILE SHOPPING OUTCOMES"** is bonafide record of project work carried out by me under the supervision and guidance of **CHITHRA P** Assistant Professor, M.E. S Asmabi College P. Vemballur. The information and data given in the report is authentic to the best of my knowledge**.**

Place: P. Vemballur **GOKUL K S**

Date:

ACKNOWLEDMENT

*First of all, I am thankful to **GOD**, the Almighty for all his blessings showered upon me throughout my life and his grace, I could successfully complete the project work.*

*I am especially thankful to my project guide, **CHITHRA P** Assistant Professor of Research Department of Commerce, M.E.S Asmabi College, for her timely advice & farsighted and reflective supervision throughout the study and for the preparation of the project report.*

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GOKUL K S

TABLE OF CONTENTS

LIST OF TABLES

LIST OF CHARTS

1.1 INTRODUCTION

In today's digital era, mobile devices have revolutionised the way we shop, offering unparalleled convenience and accessibility. From browsing products to making purchases, consumers are increasingly turning to heir smartphones and tablets to satisfy their shopping needs. However, behind every click and swipe lies a complex web of psychological and behavioural factors driving consumer decisions. At the heart of this exploration are two key drivers: utilisation and hedonic motivation. Utilisation refers to the functional aspects of mobile shopping, such as ease of navigation, transaction security, and mobile interface design. On the other hand, hedonic motivation encompasses the emotional and experiential elements of the shopping process, including enjoyment, excitement, and the pursuit of pleasure. Understanding how utilisation and hedonic motivation intertwine can provide invaluable insights into consumer behaviour in the mobile shopping landscape. By uncovering the underlying mechanisms driving these phenomena, researchers and practitioners alike can develop strategies to enhance the mobile shopping experience, optimise conversion rates, and cultivate customer loyalty. Throughout this research journey, we'll embark on a quest to unravel the mysteries of utilisation and hedonic motivation in the context of mobile shopping. Through empirical investigation and theoretical analysis, we'll seek to shed light on their influence on consumer attitudes, intentions, and behaviours. So, fasten your seatbelts and prepare to embark on a captivating voyage into the realm of mobile shopping research, were utilisation and hedonic motivation reign supreme. Together, let's uncover the secrets behind the effect of utilisation and hedonic motivation on mobile shopping and unlock new possibilities for innovation and growth in the digital marketplace.

1.2 STATEMENT OF THE PROBLEM

The increasing prevalence of mobile shopping platforms has revolutionised consumer behaviour. However, understanding the underlying 15 factors influencing mobile shopping outcomes remains essential for

businesses and researchers alike. This study aims to investigate the interplay between two key factors, utilisation (frequency and duration of mobile shopping app usage) and hedonic motivation (the desire for pleasure and enjoyment), and their combined effect on mobile shopping outcomes.

1.3 OBJECTIVES OF THE STUDY

1. To assess the influence of utilisation factors (convenience, customization, ease of use) on mobile shopping satisfaction.
2. To investigate the influence of hedonic motivation (enjoyment, satisfaction) on mobile shopping outcomes.
3. To examine the relationship between hedonic motivation (enjoyment, satisfaction) and repurchase intention in mobile shopping.

1.4 HYPOTHESES

H01: There is no significant relationship between utilisation factors (convenience, customization, ease of use) and mobile shopping satisfaction

H02: Hedonic motivation factors (enjoyment, satisfaction) do not significantly impact mobile shopping outcomes.

H03: There is no significant correlation between hedonic motivation (enjoyment, satisfaction) and repurchase intention in mobile shopping.

1.5 SIGNIFICANCE OF THE STUDY

This study on "The Effect of Utilization 15 and Hedonic Motivation on Mobile Shopping Outcomes" offers valuable insights with wide-ranging implications. By understanding how utilization patterns and hedonic motivations influence mobile shopping outcomes, businesses can refine their strategies to enhance customer engagement, tailor marketing efforts, gain a competitive edge, and ultimately drive sales. Moreover, the study contributes to advancing theoretical understanding in the fields of consumer behavior, mobile commerce, and marketing, laying the groundwork for future research endeavors. Overall, this research holds significant potential to benefit businesses, consumers, and academic researchers alike in navigating the dynamic landscape of mobile commerce.

1.6 SCOPE OF THE STUDYSCOPE OF THE STUDY

This research seeks to explore the dynamics of consumer behavior in the context of mobile shopping. It will closely examine the utilisation patterns of mobile shopping apps, including the frequency, duration, and activities conducted on these platforms.By examining the effects of usage patterns and hedonic motivation, this study will evaluate various mobile shopping

outcomes, including purchase intention, behavior, satisfaction, and loyalty. Furthermore, it will take into account demographic and psychographic factors that might influence these

relationships, offering a thorough understanding of consumer behavior in the mobile shopping environment.

1.7 RESEARCH METHODOLOGY

This study employs a mixed methods approach, combining quantitative surveys and qualitative interviews to explore the effect of utilisation and hedonic motivation on mobile shopping outcomes. Through structured surveys, quantitative data will be collected on utilisation patterns, hedonic motivation, and mobile shopping outcomes. Statistical analysis, including regression and correlation analysis, will be conducted to examine relationships between variables. Qualitative interviews will provide deeper insights into participants' behaviours and motivations, with thematic analysis used to identify recurring themes. By triangulating quantitative and qualitative findings, this research aims to offer a comprehensive understanding of consumer behaviour in the mobile commerce context.

1.7.1 Type of data is used

Primary data for the study collected through questionnaires using Google form.

1.7.2 Tools for data collection

Questionnaires are used to collect the data.

1.7.3 Sampling technique

Non probability sampling is used.

1.7.4 Sampling method

The convenience sampling method is used.

1.7.5 Sample size

The sample size is 100

1.7.6 Tools for data analysis

Percentage analysis, ANOVA, regression, mean, standard deviation, independent sample t-test. Jamovi 2.3.28 was used for analysing the data.

1.7.7 Period of the study

The study was carried out from December 2023 to May 2024. 5

1.8 14 LIMITATIONS OF THE STUDY

● Despite efforts to design reliable and valid measurement instruments, there may be inherent measurement errors in assessing utilisation patterns, hedonic motivation, and mobile shopping outcomes.

● The study may not account for all potential confounding variables that could influence the relationships between utilisation, hedonic motivation, and mobile shopping outcomes.

● Participants might give responses they believe are socially desirable instead of accurately reflecting their true behaviors and motivations, especially in self-reported data gathered through surveys or interviews.

1.9 CHAPTERISATION

Chapter I: Introduction

Chapter II: Review of literature

Chapter III: Theoretical framework

Chapter IV: Data Analysis and Interpretation

Chapter V: Findings, Suggestion and Conclusion

Childers (2022) This article proposed an attitudinal model integrating technology acceptance and web behavior constructs to understand motivations in online retail shopping.Two studies illustrate the importance of both pleasure-driven and practical aspects within interactive shopping environments. Navigation, convenience, and product substitutability influence online shopping attitudes.Results emphasize the significance of developing immersive and visually appealing web environments to improve user experience and design successful online retail platforms.

Akdim (2021) This research explored factors influencing users' continuance intention in social mobile Apps, considering utilitarian and hedonic variables. It assesses differences between TripAdvisor (utilitarian) and Instagram (hedonic) in these factors.Data from international users were analyzed using Partial Least Squares and multi-group analysis methods. Results reveal perceived usefulness, ease of use, enjoyment, satisfaction, and user experience as significant determinants. Utilitarian factors have more impact on utilitarian Apps, while enjoyment is more influential for hedonic ones. This study enriches understanding and offers practical insights into social mobile App continuance.

Kim (2021) This study investigated the motivational needs and behavioral factors that impact the utilization of mobile grocery apps in South Korea, drawing upon the uses and gratifications theory as well as the theory of planned behavior.Utilitarian motives significantly affect attitudes and purchase behavior. Users exhibit higher utilitarian and hedonic motives and attitudes compared to non-users, indicating positive attitudes towards mobile grocery shopping. Perceived control could enhance service adoption. Findings suggest potential growth if perceived control improves, with implications for future research.

Cavalinhos (2021) This systematic literature review synthesized current knowledge on the impact of mobile device use in-store on the shopping experience, highlighting key findings and future research directions. Analyzing a decade's worth of top quality papers, the review offers insights into various types of mobile device use and their added value to the shopping experience.This framework improves comprehension of this phenomenon by offering a structured summary of the results, thereby facilitating further research in this area.

Nikolopoulou (2021) This research examined the inclination of primary and secondary school teachers in Greece to utilize mobile internet for educational purposes, employing an expanded UTAUT2 model incorporating Technological Pedagogical Knowledge. 262 Greek educators took part, revealing Habit, Hedonic Motivation, Performance Expectancy, and Technological Pedagogical Knowledge as noteworthy predictors of intention. Additionally, the study found that actual usage is influenced by Behavioral Intention, Technological Pedagogical Knowledge, and Habit. These results highlight the significance of teacher training and educational policies in encouraging the integration of mobile internet in teaching practices.

Hou (2021) To investigated how consumer demographics and motivations might affect their engagement level in mobile shopping.Higher education and income levels correlate with increased frequency, volume, and expenditure in mobile shopping. Male consumers tend to spend more than females, and younger demographics exhibit higher mobile shopping activity.Moreover, the research classifies six driving forces influencing consumers' intensity of mobile shopping: convenience seeking, bargain hunting, enjoyment, perceived usefulness, usability, and inclination toward novelty.

Al-Azawei (2020) This study, based on UTAUT2, investigated mobile learning acceptance in Saudi Arabia and Iraq, integrating trust and exploring motivation enhancement. Data from 469 Computer Science students were analyzed using PLS and MGA. Results reveal significant crosscountry differences in perceptions. The framework explains 56.1% and 40.7% of behavioral intention and hedonic motivation in Saudi Arabia, and 51.1% and 41.9% in Iraq. Insights aid educational policy makers in addressing cultural nuances and formulating strategies for enhanced mobile learning adoption.

Zheng (2019) examined mobile commerce impulse buying through the S-O-R paradigm, focusing on situation and reaction factors. Utilizing browse hedonistically and utilitarianly, it finds that situation factors differently affect these browsing types. Hedonic browsing directly impacts impulse buying urge, while utilitarian browsing indirectly influences it through hedonic browsing.Data obtained from an online survey were analyzed using partial least squares estimation.The findings illuminate impulse buying behavior in mobile commerce, accompanied by discussions on limitations and implications.

Dr. Tamana Anand, Ramachandran (2019) investigated antecedents of consumer satisfaction in online shopping in Malaysia, integrating TPB and TAM. Results from a survey involving 150 participants underscore hedonic motivation as a primary driver, both directly and through the mediation of attitude and perception.This emphasizes online shopping as an enjoyable activity for Malaysian consumers, urging marketers to enhance the shopping experience and technology usability. Implications extend to government policies and economic strategies, contributing theoretically to TPB and TAM understanding, relevant for both developing and developed nations.

Moorthy (2019) Explored factors influencing accounting students' behavioral intention toward mobile learning, involving 358 participants from Malaysian public universities. Anchored in UTAUT2, it identifies habits as the most influential factor in mobile learning adoption.Encouraging consistent mobile learning usage can be achieved by nurturing students' habits. These findings offer insights for future UTAUT2 and mobile learning research, emphasizing the importance of habit formation in enhancing student engagement with mobile learning systems.

Tamilmani (2019) This study shifts focus to the consumer perspective on motivation, examining hedonic motivation in UTAUT2 studies. A meta-analysis of 79 studies indicates that only 58% include hedonic motivation. Extrinsic motivation drives non-hedonic and non-significant hedonic studies, with utilitarian technology use. Unlike UTAUT2, moderators' association with hedonic motivation is insignificant in determining consumer technology use intention.A significant connection between hedonic motivation and effort expectancy is uncovered, providing valuable insights for both research and practical applications.

Fard (2019) Social media's role in marketing to young adults is crucial, with retailers increasingly targeting them through platforms like SNSs.A study involving 370 Malaysian university students revealed that consumer intention is positively influenced by utilitarian and hedonic motivations, trust, and habit in SNSs. Multi-group analysis emphasizes the moderating effect of habit on relationships, particularly affecting utilitarian motivation and purchase intention. 17 Implications in theory and practice underscore the importance of understanding online shopper behavior for effective SNS marketing campaigns.

Soni (2019) This study investigated factors influencing Fashion Mobile Shopping Apps (FMSA) adoption using the extended UTAUT model. A survey of 209 participants revealed significant influence of Performance Expectancy, Personal Innovativeness,Ease of use, enabling circumstances,. Hedonic Motivation, Habit, Price Value, and Behavioral Intentions on use behavior, except for Physical Appearance and Social Influence. These findings underscore the importance of various factors in shaping consumers' adoption of FMSA, enhancing their shopping experience in the dynamic world of fashion.

Khatimah (2019) This research conducted a survey among 249 e-money users in Indonesia to investigate how hedonic motivations, social influence, and behavioral intention is interconnected, with payment habit acting as a mediator. The study utilized Partial Least Squares Structural Equation Modeling (PLS-SEM). Findings revealed notable effects of hedonic motivation and social influence on both payment habit and behavioral intention.The study suggests potential for future longitudinal research expanding across Southeast Asia.This study adds to the body of knowledge by investigating the mediating function of payment habit in the adoption of e-money, addressing a gap in earlier research that relied on the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2).

Baabdullah (2018) This study explored factors influencing Saudi users' intention to use Mobile Social Network Games (M-SNGs), employing UTAUT2 framework and emphasizing trust. Data from 386 participants indicate significant impact of performance expectancy, effort expectancy, hedonic motivation, social influence, facilitating conditions, price value, and trust on behavioral intention. Social influence has the greatest impact on trust, while performance expectancy strongly influences behavioral intention. This study addresses a void in the existing literature regarding MSNG adoption

in Saudi Arabia, offering valuable insights for companies striving to achieve a competitive advantage.

Zaiton (2018) This study explored the intention of young Malaysian adults to utilize mobile shopping apps employing the UTAUT2 framework. Factors including 24 Effort Expectancy, Facilitating Conditions, Social Influence, and Performance Expectancy Habit, Hedonic Motivation, and Personal Innovativeness were analyzed. Among these, Hedonic Motivation and Habit, followed by Social Influence, significantly influence shopping intention. However, no significant relationships were found between 24 Performance Expectancy, Effort Expectancy, Facilitating Conditions, Personal Innovativeness, and shopping intention. Implications, limitations, and future recommendations are discussed.

Hubert et al. (2017) This study investigated mobile shopping app adoption, exploring various factors like benefits (connectivity, value, motivation), customer traits (habiResults t), and risks (financial, performance, security). It examines how these factors are connected to mobile shopping characteristics, such as location sensitivity, time criticality, and control. from 410 smartphone shoppers reveal predictors influencing ease of use and usefulness, which impact intention and behavior. Understanding these dynamics aids in tailoring mobile shopping apps across different contexts.

Wakefield (2017) This study addressed the gap in technology acceptance literature regarding intrinsic motivators' impact. Using TAM framework, it explores how cognitive absorption and playfulness affect user beliefs (enjoyment, usefulness) in mobile device context. Additionally, it investigates how the device's purpose (hedonic/utilitarian) influences beliefs. Results show cognitive absorption and playfulness significantly affect beliefs, and device orientation impacts usage optimization. This underscores the

importance of considering intrinsic factors and device purpose in understanding user behavior.

Ozturk (2016) This study develops and tests a theory-based model investigating factors influencing consumers' continued usage intentions toward mobile hotel booking (MHB) technology. 31 Utilitarian and hedonic value greatly influence continued usage intentions, with perceived risk, subjective norm, and innovativeness impacting these values. Moreover, perceived ease of use affects utilitarian value.The findings provide theoretical insights for researchers and practical implications for hotel operators, online travel agencies, and hospitality technology vendors to improve MHB user engagement.

Miladinovic (2016) This research investigated the determinants affecting the intention to use fashion shopping apps in Sweden, addressing a void in the current literature. Incorporating trust into the UTAUT2 model, it analyzes data from 110 respondents. Results indicate Performance Expectancy, Habit, Facilitating Conditions, and Hedonic Motivation significantly influence behavioral intention, while Anticipated ease of use, Social persuasion,Price Value, and Trust do not. These findings offer managerial insights for increasing usage and suggest the research model's utility for future studies in mobile shopping fashion applications.

Jing (2016) Comprehending consumer behavior across online and mobile shopping platforms is essential. Motivations, whether hedonic or utilitarian, differ depending on the channel utilized. Significant disparities exist, particularly in information quality, perceived differently due to device characteristics. It's crucial to recognize these variances to customize strategies appropriately for each channel. Hedonic shopping motivation positively influences promotion focus but negatively impacts prevention

focus. Utilizing the mobile channel exacerbates the negative impact on prevention focus while amplifying the positive effect of information quality on regulatory focus.

AVCILAR (2015) This research delves into the intentions behind online shopping by expanding upon the Technology Acceptance Model (TAM) and consumer perceived value theory. Data from 400 Internet shoppers in Osmaniye, Turkey, gathered through convenience sampling and face-to face interviews, underwent analysis via Partial Least Squares (PLS-PM) analysis. Findings indicate that perceived usefulness, hedonic value, and satisfaction with online shopping positively impact intentions to shop online. The study highlights the considerable influence of perceived usefulness, favorable attitudes toward online shopping, satisfaction, and hedonic value in shaping consumer intentions.

Khajehzadeh (2014) This paper explored mobile coupon redemption using regulatory focus theory. It suggests redemption hinges on diverging from shopping motivation, moderated by regulatory fit, especially for utilitarian shoppers. Two experiments validate this claim, suggesting that utilitarian shoppers perceive a stronger alignment with offers that match their motivation. Conversely, hedonic shoppers exhibit no discernible difference, which elucidates their broader range of redemptions. Utilitarian shoppers necessitate more personalized approaches for redemption.These insights can inform retailers on crafting effective mobile coupon strategies tailored to different shopper motivations.

Anderson (2014) This research explored consumer motivations driving engagement with Retail Facebook Pages (RFP) as opposed to traditional retail formats. Utilitarian and hedonic motivations, including time savings, access to information, perception of bargains, and experiential shopping, influence both purchase intention and loyalty.

Structural Equation Modeling (SEM) analysis findings indicate that experiential shopping significantly impacts loyalty, whereas perception of bargains does not affect purchase intention or loyalty. Access to information influences time savings and loyalty, with loyalty subsequently influencing purchase intention. These results underscore the importance of comprehending consumer motivations to optimize social media marketing strategies for apparel retailers.

Liu (2011) This paper explored how the context of usage influences perceptions of mobile hedonic services, particularly in the realm of mobile gaming. A structural equation modeling approach was employed to evaluate an adoption model using 267 questionnaires. Findings suggest that use context emerges as the most influential predictor of mobile game adoption, affecting perceptions such as ease of use, usefulness, enjoyment, and cognitive concentration. Perceived usefulness, enjoyment, and cognitive concentration positively affect attitudinal variables.The findings highlight the contextual dependency of perceptions related to mobile gaming, with two implications discussed for both theoretical understanding and practical application.

Brinn's (2010) research delves into user engagement in online shopping, focusing on both hedonic and utilitarian motivations. Factor analysis of responses from 802 shoppers identifies key factors from motivation and engagement scales. Multiple regression highlights Adventure/Gratification and Achievement Shopping motivations' importance in user engagement attributes (Aesthetics, Focused Attention, Perceived Usability, and Endurability). Results suggest incorporating diverse motivations into models for engaging user experiences in e commerce, emphasizing Adventure/Gratification and Achievement Shopping motivations' significance.

Hedonic motivation is the impact of an individual's pleasure and pain receptors on their inclination to approach a goal or retreat from a threat. It encompasses the willingness to engage in actions that amplify positive experiences and diminish negative ones. In scholarly discourse, the term is used in two main contexts. Firstly, it accounts for the fundamental principle guiding human behavior, suggesting that individuals are more inclined to initiate actions leading to rewards or away from punishments. Secondly, hedonic motivation is examined within the framework of wellbeing, where it is juxtaposed with eudaimonic motivation, the pursuit of personal excellence, to elucidate how individuals vary in their pursuit of happiness.

DEFINITION

Hedonic motivation refers to the joy or pleasure individuals experience from a specific activity or event. It's a form of motivation fueled by the craving for sensory pleasure, emotional contentment, or the pursuit of amusement and exhilaration. This type of motivation can impact various behaviors, such as spontaneous purchases in online shopping, willingness to utilize a learning management system, interest in consumer purchases at malls, and impulsive buying tendencies among adolescents. Additionally, it plays a significant role in the adoption and usage of technology, particularly within the realm of the Internet of Things (IoT). The notion of hedonic motivation underscores the significance of pleasure and enjoyment in shaping individuals' attitudes and actions.

Hedonic motivation is the inclination towards seeking pleasure and evading pain, serving as fundamental drivers of human behavior. Numerous theories have been advanced to elucidate hedonic motivation.

1. Hedonism: This is perhaps the most straightforward theory, positing that individuals are motivated to maximize pleasure and minimize pain. It suggests that people seek pleasure as an end in itself.

2. Drive Reduction Theory: This theory, proposed by Clark Hull and further developed by others like Neal Miller, suggests that motivation arises from the need to reduce physiological arousal caused by biological needs such as hunger, thirst, or the need for

warmth. Fulfilling these needs provides pleasure and reduces discomfort, thus motivating behavior.

3. Incentive Salience Theory: This theory emphasizes that motivation arises from the expectation of pleasure or reward linked to a specific stimulus or activity. It suggests that certain stimuli become "wanted" due to their association with pleasure, driving individuals to seek them out.

4. Self-Determination Theory (SDT): SDT proposes that individuals are motivated by the innate psychological needs for autonomy, competence, and relatedness. According to SDT, the fulfillment of these needs' leads to greater well-being and intrinsic motivation, as individuals engage in activities for the inherent satisfaction they provide.

5. Expectancy Value Theory: This theory, commonly utilized in the realm of achievement motivation, posits that individuals are driven to participate in activities based on their anticipation of success and the subjective significance they attribute to the outcomes of those activities. The greater their anticipation of success and the value they assign to the result, the more inclined they are to pursue the activity.

6. Affect-as-Information Theory: This theory proposes that individuals use their current affective state (emotional state) as information when making judgments and decisions.When an activity or stimulus elicits positive emotions, individuals are more inclined to feel motivated to interact with it.

7. Pleasure Principle (Freudian Theory): Sigmund Freud proposed that human behavior is guided by the pleasure principle, compelling individuals to pursue pleasure and evade pain. Freud posited that the id, the most primitive aspect of the psyche, functions according to this principle.

These theories offer different perspectives on the mechanisms underlying hedonic motivation, ranging from biological drives to cognitive evaluations and emotional experiences.

M-COMMERCE

M-commerce (mobile commerce) is the buying and selling of goods and services through wireless handheld devices such as smartphones and tablets. M-commerce is a form of e- commerce that enables users to access online shopping platforms without the use of a desktop computer.

Advantages of M-commerce

1.Global Reach:

M-commerce offers brands the opportunity to penetrate new and competitive markets by leveraging the widespread use of smartphones and internet connectivity. This facilitates effortless searching, purchasing, and selling of products and services, expanding customer bases and potentially improving ROI, conversions, and sales funnels.

2. Hassle-free Store Access:

M-commerce provides convenient access to products and services in a fast-paced and crowded market through wireless devices like smartphones and laptops. It eliminates the need for physical store visits, saving time and effort, and allows for easy browsing and purchasing from anywhere, aligning with technological trends**.**

3.Quick and hassle-free Large Order Processing:

For e commerce businesses, M-commerce streamlines order processing by accepting multiple orders simultaneously without the need for manual order management. This stress-free process enhances efficiency and scalability.

4.Rapid Business Expansion: M-commerce enables quick scalability of online businesses to meet market demands. It facilitates online transactions, budget and

inventory management, and realtime monitoring, empowering businesses to respond promptly to market dynamics and grow seamlessly.

5.Real-time Analysis of User Data: M-commerce apps offer insights into customer preferences and behaviors, aiding businesses in understanding and meeting customer needs. Leveraging real-time data analysis enhances customer satisfaction and fosters repeat sales opportunities.

Disadvantages of M-commerce:

1.Fraud and Security Concerns: M-commerce exposes users to potential fraud and security breaches, leading to apprehensions about the safety of confidential data.Instances of hacking and cybercrimes deter some users from engaging in online transactions, necessitating robust security measures.

2.Lack of Familiarity in Rural Areas: Rural populations may lack familiarity with online products, services, and brands, hindering their adoption of M-commerce. Limited awareness and access to online platforms may impede the expansion of businesses into rural markets.

3.Technology Access Requirements: M commerce necessitates access to smart devices and stable internet connections, posing challenges for users without adequate technological resources. Outdated or incompatible devices and applications further exacerbate accessibility issues.

4.Trust Issues with Shipment Companies: Users may encounter trust issues with shipment companies regarding timely and reliable product delivery. Poor experiences

with shipping services can erode trust and damage business reputations, highlighting the importance of selecting reputable shipping partners.

5.Limited Customer Interaction: M-commerce platforms may offer limited opportunities for customer-vendor interaction compared to offline shopping experiences. Reduced interaction hampers customer support and may leave unresolved queries or concerns, impacting customer satisfaction and loyalty.

UTILISATION

Utilization, often spelled as "utilisation" in British English, refers to the process of using something for a particular purpose or putting it to use. It involves making practical or effective use of resources, tools, or capabilities to achieve a desired outcome or goal.

In various contexts, "utilization" can refer to:

1.Resource Utilization: This concept pertains to efficiently utilizing accessible resources like time, finances, materials, or human resources to accomplish desired goals. Maximizing resource utilization is frequently a central concern in areas such as business administration, project management, and economics.

2. Technology Utilization: This involves the application of technology or tools to accomplish tasks or solve problems. It includes using software, hardware, or other technological innovations to improve efficiency, productivity, or effectiveness in various domains.

3. Utilization of Services: This term describes how much services or facilities are utilized by individuals, organizations, or

communities. For instance, in healthcare, utilization could indicate how often and to what extent patients within a specific population seek and use healthcare services.

4. Capacity Utilization: In manufacturing or production, capacity utilization gauges the level to which a

company's productive capacity is employed in producing goods or providing services. Optimal capacity utilization signifies effective resource utilization, whereas low utilization levels may imply inefficiency or insufficient use of resources.

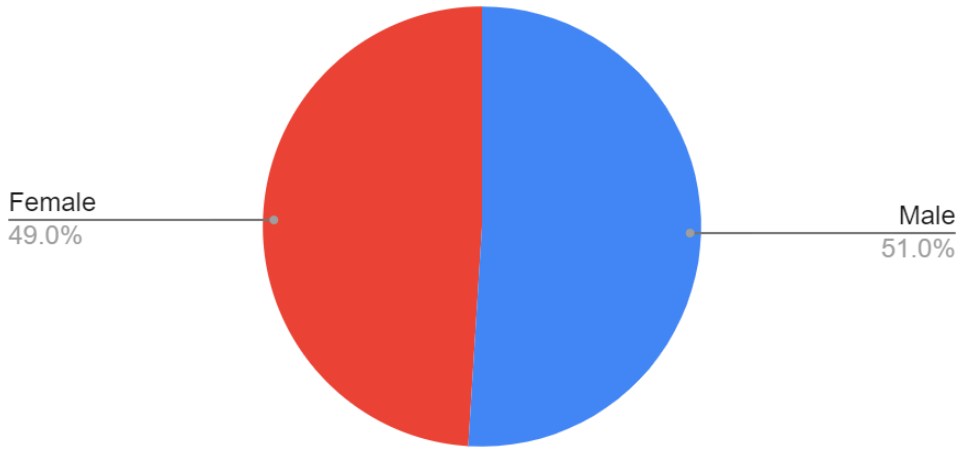
5. Utilization in Ecology: In ecological contexts, utilization pertains to the utilization of resources by organisms residing within an ecosystem. This encompasses the manner in which organisms utilize accessible food, water, shelter, and other resources to support their survival and reproduction. Broadly, "utilization" encompasses the effective application or utilization of resources, tools, or services to accomplish particular goals, whether in business, technology, healthcare, or ecological systems.

Table 4.1 Shows the No. of respondents based on gender.

Particulars	No. of respondents	Percentage
Male	51	51
Female	49	49
Total	100	100

Source: Primary data

Figure 4.1 Shows the No. of respondents based on gender.



Interpretation

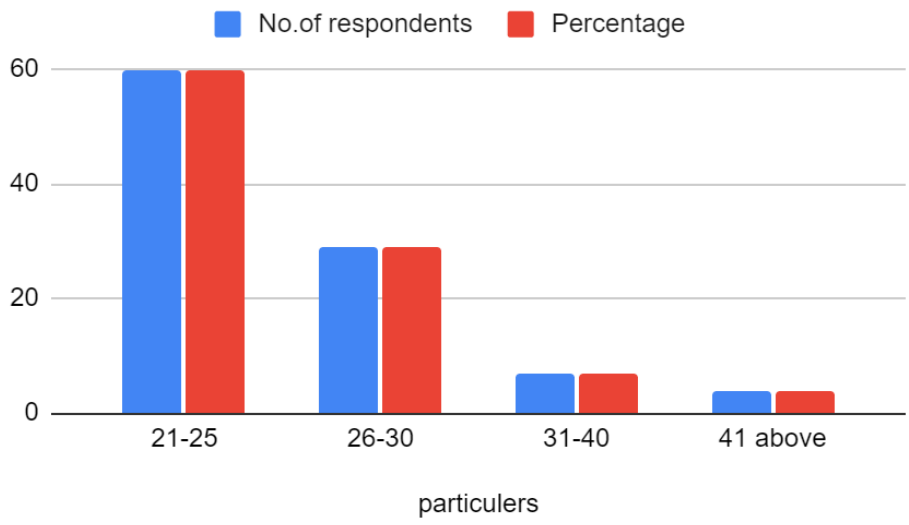
The table shows that out of the total respondents, 51 identified as male and 49 identified as female.

Table 4.2 Shows the No. of respondents based on age.

Particulars	No. of respondents	Percentage
21-25	60	60
26-30	29	29
31-40	7	7
41 above	4	4
Total	100	100

Source: Primary data

Figure 4.2 Shows the No. of respondents based on age.



Interpretation

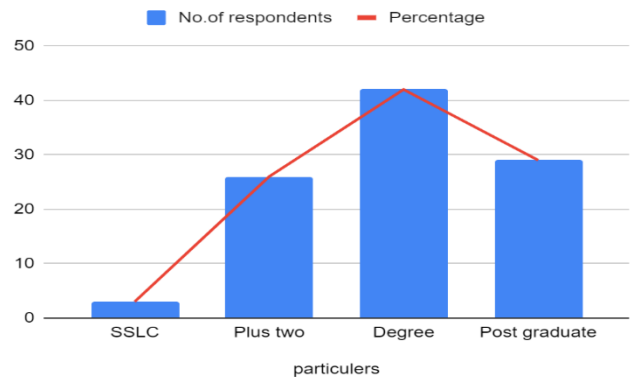
The table shows that distinct age distribution among respondents, emphasising a pronounced prevalence of younger individuals, particularly within the 21-30 age range, which constitutes the majority of the sample at 89%.

Table 4.3 Shows the No. of respondents based on qualification.

Particulars	No. of respondents	Percentage
SSLC	3	3
Plus, two	26	26
Degree	42	42
Post graduate	29	29
Total	100	100

Source: Primary data

Figure 4.3 Shows the No.of respondents based on qualification.



Interpretation

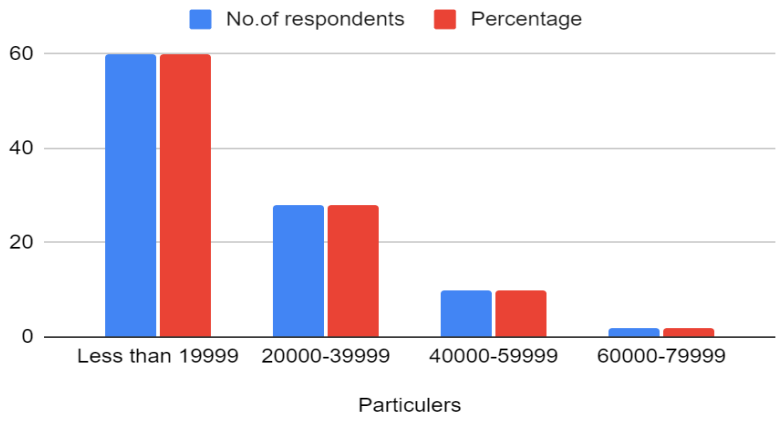
The majority of respondents have attained either a degree or Postgraduate qualification, indicating a substantial portion of individuals with higher levels of academic achievement.

Table 4.4 Shows the No. of respondents based on monthly income.

Particulars	No. of respondents	Percentage
Less than 19999	60	60
20000-39999	28	28
40000-59999	10	10
60000-79999	2	2
Total	100	100

Source: Primary data

Figure 4.4 Shows the No.of respondents based on monthly income.



Interpretation

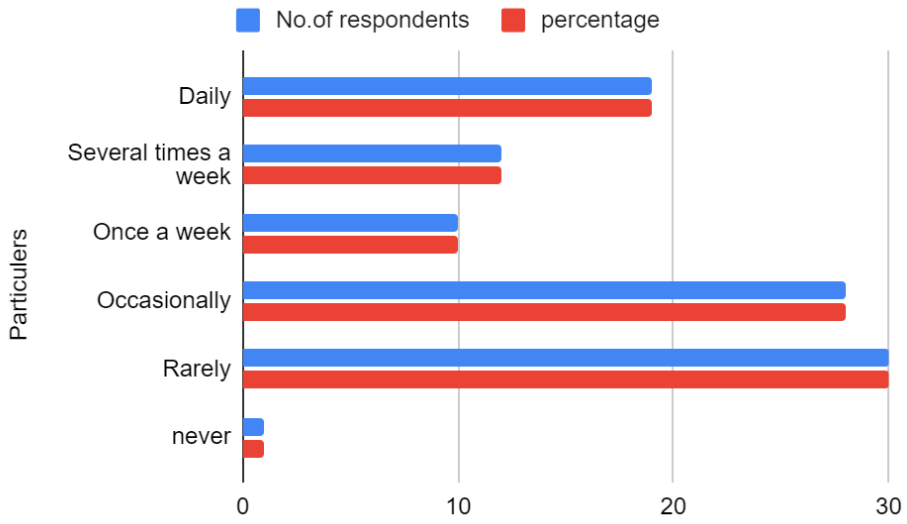
The table shows 60% of respondents report incomes below 19,999, indicating a significant portion of individuals in lower-income brackets. Conversely, smaller proportions of respondents fall into higher income brackets, with only 2% earning between 60,000 to 79,999.

Table 4.5 Shows the frequent use of mobile shopping apps and websites.

Particulars	No. of respondents	percentage
Daily	19	19
Several times a week	12	12
Once a week	10	10
Occasionally	28	28
Rarely	30	30
never	1	1
Total	100	100

Source: Primary data

Figure 4.5 Shows the frequent use of mobile shopping apps and websites.



Interpretation

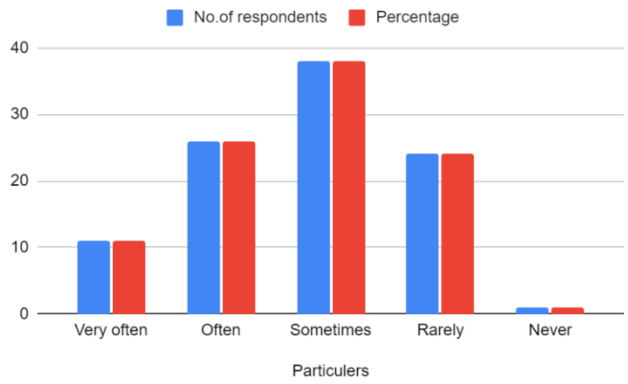
It shows that participation varies widely, with 19% engaging daily, 12% several times a week, 10% once a week, 28% occasionally, 30% rarely, and only 1% never.

Table 4.6 Shows the enjoyment or pleasure of respondents while using mobile shopping apps and websites.

Particulars	No. of respondents	Percentage
Very often	11	11
Often	26	26
Sometimes	38	38
Rarely	24	24
Never	1	1
Total	100	100

Source: Primary data

Figure 4.6 Shows the enjoyment or pleasure of respondents while using mobile shopping apps and websites.



Interpretation

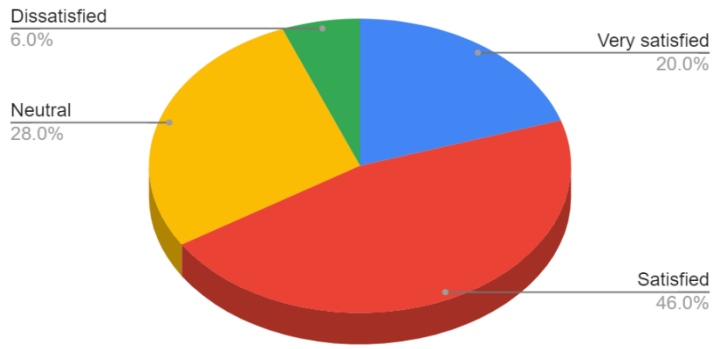
The table displays respondents' engagement frequency in a specific activity, ranging from "Very often" to "Never." It shows that 11% engage "Very often," 26% "Often," 38% "Sometimes," 24% "Rarely," and 1% "Never." This data reflects diverse participation levels, from frequent to no participation.

Table 4.7 Shows the satisfaction level of respondents while mobile shopping apps and websites.

Particulars	No. of respondents	Percentage
Very satisfied	20	20
Satisfied	46	46
Neutral	28	28
Dissatisfied	6	6
Total	100	100

Source: Primary data

Figure 4.7 Shows the satisfaction level of respondents while mobile shopping apps and websites.



Interpretation

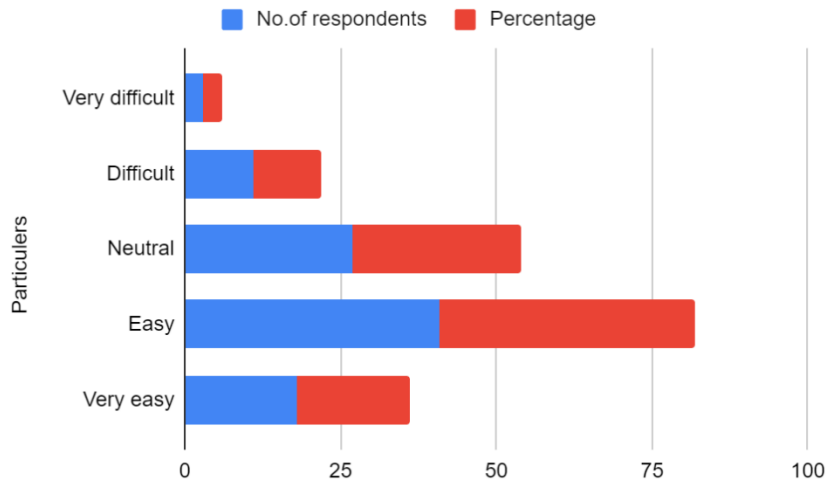
The table shows that 20% are "Very satisfied," 46% are "Satisfied," 28% are "Neutral," and 6% are "Dissatisfied." Overall, most respondents' express satisfaction or neutrality, with a minority expressing dissatisfaction

Table 4.8 Shows that navigating mobile shopping apps or websites is quite easy.

Particulars	No. of respondents	Percentage
Very difficult	3	3
Difficult	11	11
Neutral	27	27
Easy	41	41
Very easy	18	18
Total	100	100

Source: Primary data

Figure 4.8 Shows that navigating mobile shopping apps or websites is quite easy.



Interpretation

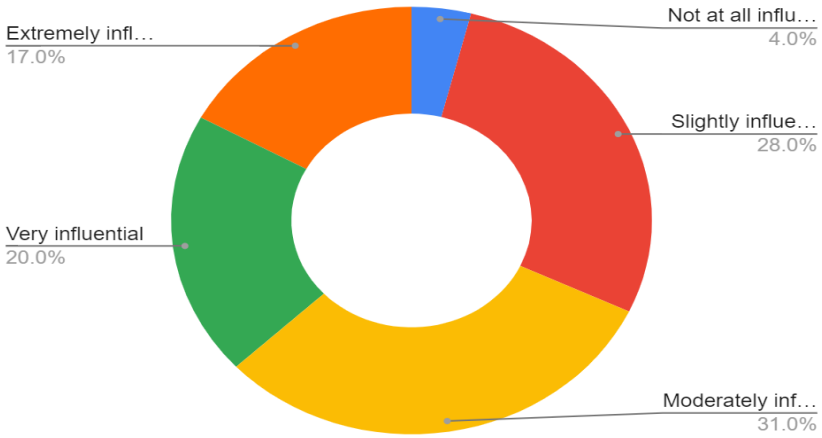
The majority of respondents, 41%, found the task easy, with another 27% feeling neutral about it. Additionally, 18% found it very easy. However, 14% combined found it difficult or very difficult. Overall, most respondents found the task manageable, though a minority faced challenges.

Table 4.9 Shows that the appeal of visuals on a mobile shopping app or website significantly influences purchase decisions.

Particulars	No. of respondents	Percentage
Not at all influential	4	4
Slightly influential	28	28
Moderately influential	31	31
Very influential	20	20
Extremely influential	17	17
Total	100	100

Source: Primary data

Figure 4.9 Shows that the appeal of visuals on a mobile shopping app or website significantly influences purchase decisions.



Interpretation

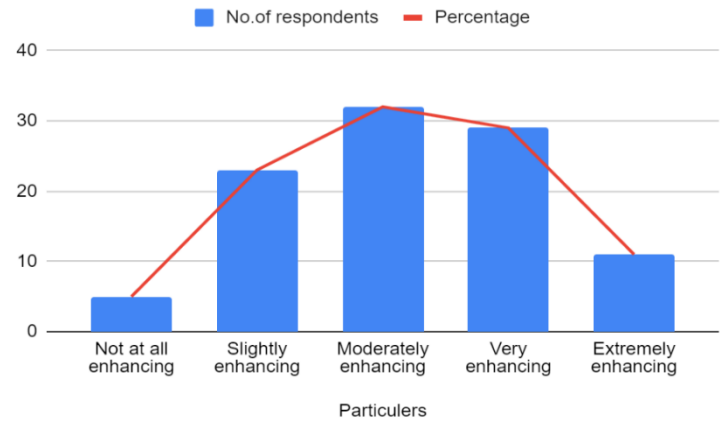
The table shows that the majority of respondents, 68%, believe visuals significantly influence their purchase decisions, with 31% moderately influenced, 20% very influenced, and 17% extremely influenced. However, 32% of respondents indicated lesser reliance on visuals, with 28% slightly influenced and 4% not at all influenced.

Table 4.10 shows the Impact of Design and Aesthetics on Mobile App and Website Experience.

Particulars	No. of respondents	Percentage
Not at all enhancing	5	5
Slightly enhancing	23	23
Moderately enhancing	32	32
Very enhancing	29	29
Extremely enhancing	11	11
Total	100	100

Source: Primary data

Figure 4.10 shows the Impact of Design and Aesthetics on Mobile App and Website Experience.



Interpretation

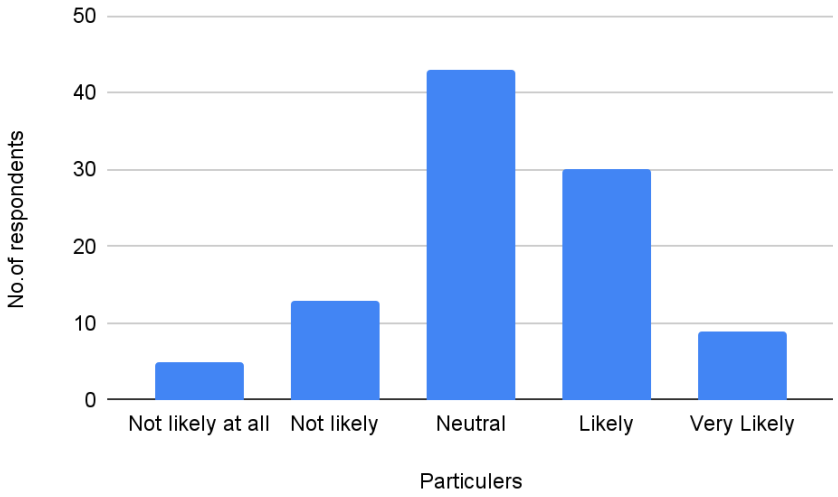
The table shows that the majority of respondents (72%) perceive the design and aesthetics of mobile apps and websites as significant enhancers of their experience, with 32% feeling moderately enhanced, and 29% and 11% respectively finding the enhancement very and extremely significant. Conversely, 28% of respondents feel the impact is less significant, with 23% slightly enhanced and 5% not at all enhanced.

Table 4.11 Shows that the Likelihood of Impulse Purchases on Mobile Shopping Apps

Particulars	No. of respondents	Percentage
Not likely at all	5	5
Not likely	13	13
Neutral	43	43
Likely	30	30
Very Likely	9	9
Total	100	100

Source: Primary data

Figure 4.11 Shows the Likelihood of Impulse Purchases on Mobile Shopping Apps.



Interpretation

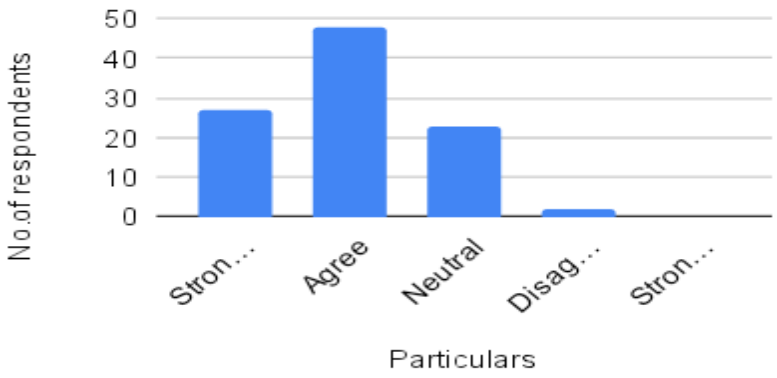
The majority of respondents (73%) are somewhat inclined towards impulse purchases on mobile shopping apps, with 30% likely and 9% very likely to engage in such behaviour. Conversely, a minority (18%) express a lower likelihood, with 13% not likely and 5% highly unlikely to engage in impulsive buying.

Table 4.12 Shows that the Shopping m-commerce platform is convenient for managing time

Particulars	No.of respondents	Percentage
Strongly agree	27	27
Agree	48	48
Neutral	23	23
Disagree	2	2
Strongly Disagree	0	0
Total	100	100

Source: Primary data

Figure 4.12 Shows the Shopping m-commerce platform is convenient for managing time



Interpretation

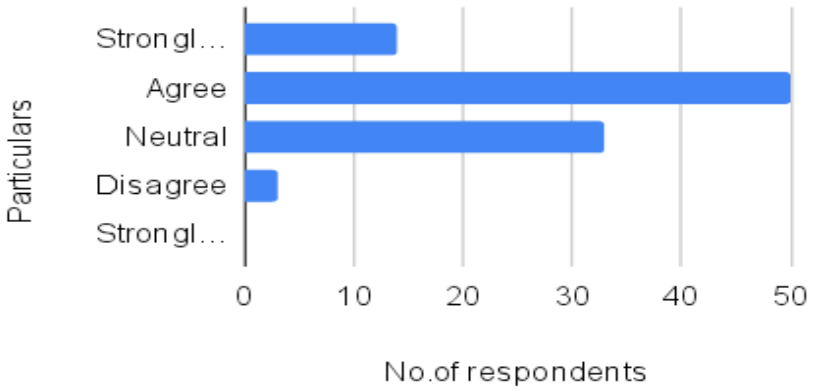
The data shows that the majority of respondents (75%) find the shopping m-commerce platform convenient for managing time, with 27% strongly agreeing and 48% agreeing. A smaller portion (23%) are neutral, indicating no strong opinion, while only 2% disagree. No respondents strongly disagree. This suggests that the platform is generally viewed positively for its time-saving benefits.

Table 4.13 Shows that the Shopping on m-commerce platform make life easier.

Particulars	No.of respondents	Percentage
Strongly agree	14	14
Agree	50	50
Neutral	33	33
Disagree	3	3
Strongly Disagree	0	0
Total	100	100

Source: Primary data

Figure 4.13 Shows the Shopping on m-commerce platform make life easier.



Interpretation

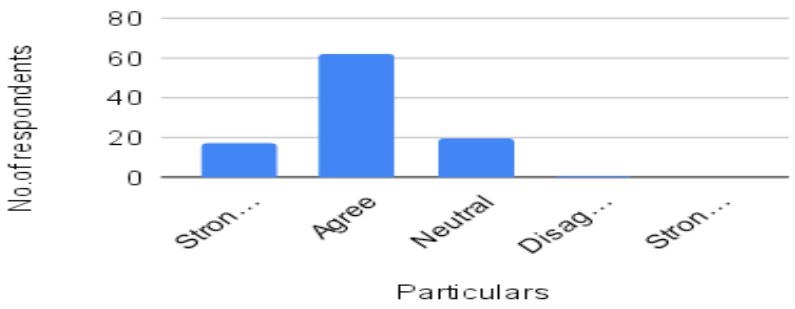
The survey data shows that a significant majority of respondents (64 out of 100) find that shopping on m-commerce platforms makes life easier, with 14 strongly agreeing and 50 agreeing. A smaller group (33 respondents) remain neutral, while only a few (3 respondents) disagree. No respondents strongly disagreed. This indicates a generally positive perception of m-commerce platforms.

Table 4.14 Shows that the Purchasing on m-commerce platforms easy.

Particulars	No.of respondents	Percentage
Strongly agree	17	17
Agree	62	62
Neutral	20	20
Disagree	1	1
Strongly Disagree	0	0
Total	100	100

Source: Primary data

Figure 4.14 Shows the Purchasing on m-commerce platforms easy.



Interpretation

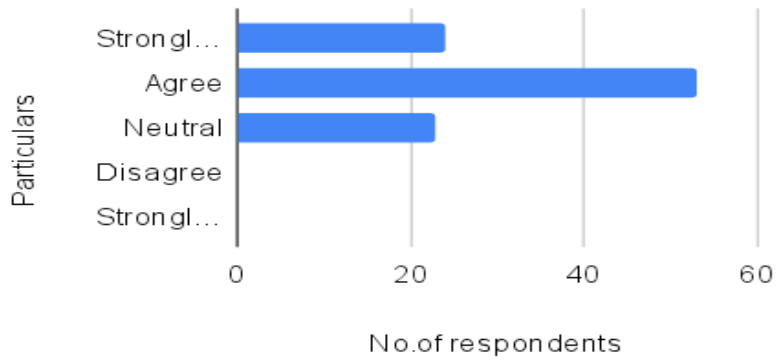
The survey shows that purchasing on m-commerce platforms is generally perceived as easy. Out of the respondents, 17 strongly agree, 62 agree, 20 are neutral, 1 disagrees, and none strongly disagree. This indicates that 69.9% of respondents find m-commerce purchasing easy.

Table 4.15 Shows that the Mobile payments are easy.

Particulars	No.of respondents	Percentage
Strongly agree	24	24
Agree	53	53
Neutral	23	23
Disagree	0	0
Strongly Disagree	0	0
Total	100	100

Source: Primary data

Figure 4.15 Shows the Mobile payments are easy.



Interpretation

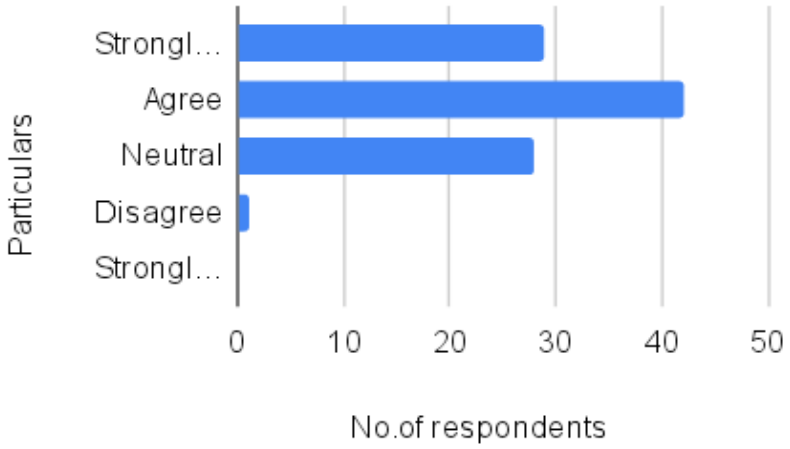
The survey reveals that mobile payments are widely considered easy. Among the respondents, 24 strongly agree, 53 agree, 23 are neutral, and none disagree or strongly disagree. This indicates that 77 respondents, or 77%, find mobile payments easy.

Table 4.16 Shows that the Learning to use m-commerce platforms is easy.

Particulars	No.of respondents	Percentage
Strongly agree	29	29
Agree	42	42
Neutral	28	28
Disagree	1	1
Strongly Disagree	0	0
Total	100	100

Source: Primary data

Figure 4.16 Shows the Learning to use m-commerce platforms is easy.



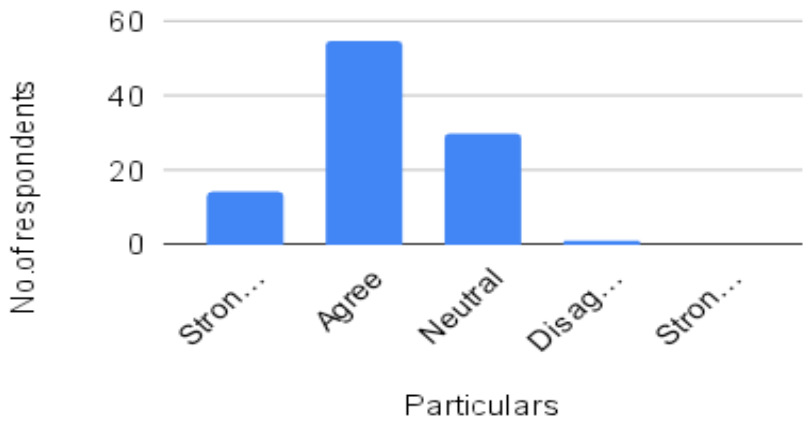
Interpretation

The survey data suggests that learning to use m-commerce platforms is generally perceived as straightforward. Specifically, 29 respondents strongly agree and 42 agree that it is easy to learn, while 28 are neutral. Only 1 respondent disagrees, and none strongly disagree. This indicates that a significant majority, 71.8%, find learning to use m-commerce platforms easy or agreeable.

Table 4.17 M-commerce platforms are enjoyable.

Particulars	No.of respondents	Percentage
Strongly agree	14	14
Agree	55	55
Neutral	30	30
Disagree	1	1
Strongly Disagree	0	0
Total	100	100

Figure 4.17 M-commerce platforms are enjoyable



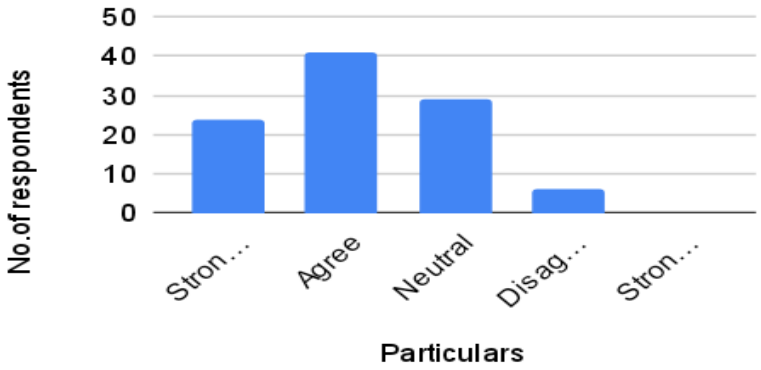
Interpretation

According to the survey findings, the majority of respondents express positive sentiments towards M-commerce platforms. Specifically, 14 respondents strongly agree that these platforms are enjoyable, while 55 respondents simply agree with this sentiment. Additionally, 30 respondents maintain a neutral stance, neither agreeing nor disagreeing. However, only 1 respondent disagrees with the notion that M-commerce platforms are enjoyable, and no respondents strongly disagree. These results suggest a generally favorable perception of M-commerce platforms among the surveyed population, with minimal dissenting opinions.

Table 4.18 Have fun using m-commerce platforms.

Particulars	No.of respondents	Percentage
Strongly agree	24	24
Agree	41	41
Neutral	29	29
Disagree	6	6
Strongly Disagree	0	0
Total	100	100

Figure 4.18 Have fun using m-commerce platforms.



Interpretation

The survey indicates that a significant portion of respondents find using M-commerce platforms enjoyable. Specifically, 24 respondents strongly agree and 41 respondents agree with this sentiment. Additionally, 29 respondents are neutral on the matter, while 6 respondents disagree. Interestingly, none of the respondents strongly disagree with the idea of having fun using M-commerce platforms. Overall, the findings suggest a positive reception towards the enjoyment factor associated with M-commerce activities among the surveyed individuals.

Regression

$H_{01:}$ There is no significant relationship between utilisation factors (convenience, customization, ease of use) and mobile shopping satisfaction.

Table:

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.496[a]	.246	.222	.413

a. Predictors: (Constant), EASE OF USE, CONVENIENCE, CUSTOMISATION

Source: Primary data

The summary of the model offers an outline of the regression model's goodness-of-fit metrics., indicating how well the predictors (Ease of Use, Convenience,Customisation) explain the variance in the dependent variable, Satisfaction, for mobile shopping.

The coefficient of determination (R-squared) is 0.246, indicating that approximately 24.6% of the variance in Satisfaction can be explained by the predictors included in the model. This suggests that while Ease of Use, Convenience, and Customisation collectively contribute to explaining satisfaction, there are additional 2 variables not accounted for in the model

that also impact satisfaction in mobile shopping.

The adjusted R-squared, which considers the number of predictors and sample size, is 0.222. This adjusted value is slightly lower than the R-squared, suggesting that the model's predictive power may decrease when considering the complexity of the model and the sample size.

The standard error of the estimate (0.413 reflects the typical difference between observed and predicted values in the regression model. It gauges the accuracy of the model's predictions, with smaller values suggesting a stronger fit. While the model offers understanding on how Ease of Use, Convenience, Customization, and Satisfaction relate in mobile shopping, there could be other factors not accounted for that influence Satisfaction levels.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.351	3	1.784	10.442	.000[b]
	Residual	16.400	96	.171		
	Total	21.752	99			

a. Dependent Variable: SATISFACTION

b. Predictors: (Constant), EASE OF USE, CONVENIENCE, CUSTOMISATION

Source: Primary data

The analysis of variance (ANOVA) table presents the results of the regression model examining the relationship between the predictors (Ease of Use, Convenience, Customisation) and the dependent variable, Satisfaction, in the context of mobile shopping.

The model's overall F-statistic is 10.442, with a corresponding p-value of .000. This indicates that the model as a whole is statistically significant at the $p < .05$ level. Put simply, the predictors (Ease of Use, Convenience, Customization) collectively have a notable impact on elucidating the differences in Satisfaction levels among mobile

shoppers. The regression model effectively describes a substantial portion of this variation,

as demonstrated by the R squared value. The Sum of Squares for Regression (5.351) signifies the extent to which the predictors explain the variance in Satisfaction, while the Residual Sum of Squares (16.400) denotes the remaining unexplained variance. Each predictor's contribution to the model is also assessed through its individual F-statistic and associated p-value. In this case, all three predictors (Ease of Use, Convenience, Customization) collectively contribute significantly to the prediction of Satisfaction. Overall, these findings suggest that Ease of Use, Convenience, and Customization are important factors influencing mobile shopping satisfaction.

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.386	.461		3.004	.003
	CONVENIENCE	.166	.076	.197	2.177	.032
	CUSTOMIZATION	.087	.079	.100	1.097	.276
	EASE OF USE	.371	.083	.403	4.466	.000

a. Dependent Variable: SATISFACTION

Source: Primary data

The coefficients table presents the regression coefficients for each predictor (Convenience, Customization, Ease of Use) and the intercept (Constant) in the regression model predicting Satisfaction in mobile shopping.

Constant: The constant term signifies the predicted Satisfaction value. when all predictor variables (Convenience, Customization, Ease of Use) are zero. In this model, the constant is 1.386 with a standard error of 0.461 and a t-value of 3.004, which is statistically significant (p =.003). This indicates that even when the predictor variables are zero, there is still a significant level of Satisfaction in mobile shopping.

Convenience: The coefficient for Convenience is 0.166, indicating that for every one-unit increase in Convenience, Satisfaction is predicted to increase by 0.166 units. The standardized coefficient (Beta) is 0.197, suggesting that Convenience has a moderate positive effect on Satisfaction. The t-value is 2.177, with a significant p-value of .032, indicating that Convenience significantly contributes to predicting Satisfaction.

Customization: The coefficient for Customization is 0.087, indicating that for every one-unit increase in Customization, Satisfaction is predicted to increase by 0.087 units. However, the standardized coefficient (Beta) is 0.100, suggesting that Customization has a relatively weak effect on Satisfaction. The t-value is 1.097, with a non-significant p-value of .276, indicating that Customization does not significantly contribute to predicting Satisfaction in this model.

Ease of Use: The coefficient for Ease of Use is 0.371, indicating that for every one-unit increase in Ease of Use, Satisfaction is predicted to increase by 0.371 units. The standardized coefficient (Beta) is 0.403, indicating that Ease of Use has a relatively strong positive effect on Satisfaction. The t-value is 4.466, with a highly significant p-value of .000, indicating that Ease of Use significantly contributes to predicting Satisfaction.

Overall, this analysis suggests that Ease of Use has the most substantial impact on Satisfaction in mobile shopping followed by Convenience, in this model, it seems that Customization does not exert a significant influence. However, it's essential to consider these results within the context of the research question and the limitations of the study.

Correlation

$H_{02:}$ Hedonic motivation factors (enjoyment, satisfaction) do not significantly impact mobile shopping outcomes.

TABLE:

Correlations

			HEDONIC MOTIVATION	MOBILE SHOPPING OUTCOME
Spearman's rho	HEDONIC MOTIVATION	Correlation Coefficient	1.000	.372**
		Sig. (2-tailed)	.	.000
		N	100	100
	MOBILE SHOPPING OUTCOME	Correlation Coefficient	.372**	1.000
		Sig. (2-tailed)	.000	.
		N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Primary data

The correlation table presents the Spearman's rho correlation coefficients between two variables: Hedonic Motivation and Mobile Shopping Outcome. The correlation coefficient between Hedonic Motivation and Mobile Shopping Outcome is 0.372, indicating a moderately positive relationship between these two variables. This correlation is statistically significant at the 0.01 level (2-tailed), with a p-value of .000. This suggests that as levels of Hedonic Motivation increase, Mobile Shopping Outcome also tends to increase.

These findings suggest a significant link between Hedonic Motivation and Mobile Shopping Outcome, suggesting that individuals who derive greater enjoyment and satisfaction from their mobile shopping experiences are prone to achieving positive outcomes. This emphasizes the necessity of accounting for hedonic aspects when studying consumer behavior and outcomes 1 in the realm of mobile commerce.

Correlations

$H_{03:}$ There is no significant correlation between hedonic motivation (enjoyment, satisfaction) and repurchase intention in mobile shopping.

Table

Correlations

			HEDONIC MOTIVATION	REPURCHASE INTENTION
Spearman's rho	HEDONIC MOTIVATION	Correlation Coefficient	1.000	.367**
		Sig. (2-tailed)	.	.000
		N	100	100
	REPURCHASE INTENTION	Correlation Coefficient	.367**	1.000
		Sig. (2-tailed)	.000	.
		N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

The correlation table presents the Spearman's rho correlation coefficients between two variables: Hedonic Motivation and Repurchase Intention. The correlation coefficient between Hedonic Motivation and Repurchase Intention is 0.367, indicating a moderately positive relationship between these two variables. This correlation is statistically significant at the 0.01 level (2-tailed), with a p-value of .000. This suggests that as levels of Hedonic Motivation increase, Repurchase Intention also tends to increase.

These findings suggest a significant correlation between Hedonic Motivation and Repurchase Intention, suggesting that individuals who derive greater enjoyment and satisfaction from mobile shopping 10 are more inclined to intend to make future purchases from mobile commerce platforms. This highlights the relevance of hedonic elements in shaping consumers' intentions for repeat purchases within the mobile commerce domain.

FINDINGS

- 51% 3 of the respondents are male and 49% are female
- Major part of population comes under the group of 21-30 years (98%)
- 60% of respondents report incomes below 19,999, indicating a significant portion in lower-income brackets. Only 2% of respondents earn between 60,000 to 79,999, indicating a smaller proportion in higher income brackets.
- The majority (68%) believe visuals significantly influence their purchase decisions.
- The majority (72%) perceive the design and aesthetics of mobile apps and websites as significant enhancers of their experience.
- Within mobile shopping applications, approximately 73% of users exhibit a propensity for impulse buying.
- It is sometimes enjoyable for respondents to use mobile shopping apps and websites while doing their shopping.
- It's estimated that around 68% of consumers are swayed by visual elements when making purchasing decisions.
- The shopping app and websites were rated as satisfactory by 66% of respondents
- The regression analysis revealed that Ease of Use significantly influences mobile shopping satisfaction, indicating that providing a user friendly and intuitive mobile shopping experience is crucial for enhancing customer satisfaction. However, Convenience and Customization did not show significant effects on satisfaction in this model.
- The correlation analysis revealed a notable positive association between Hedonic Motivation and both Mobile Shopping Outcome and Repurchase Intention. This

indicates that individuals who find enjoyment and satisfaction in their mobile shopping experiences are more inclined to experience positive outcomes and express intentions to make future purchases from mobile commerce platforms.

- While utilization factors such as Ease of Use play a role in mobile shopping satisfaction,the results indicate that the pleasurable elements of the shopping experience, such as enjoyment and

satisfaction, have a stronger influence on overall mobile shopping outcomes and repurchase intentions.

SUGGESTION

- Since the majority falls within the 21-30 age range, prioritise features and designs that resonate with this younger demographic, such as trendy visuals and intuitive mobile experiences.

- Recognize the significant portion of respondents in lowerincome brackets. Offer budgetfriendly options and promotions to cater to their needs while also considering strategies to attract higher-income brackets.

- Take advantage of the considerable impact of visuals by investing in top-notch product images and visually captivating marketing materials throughout mobile applications and websites.

- Recognize the significance of design and aesthetics in improving user experience. Consistently refine and innovate the design of mobile applications and websites to align with user expectations and preferences.

- Leverage the tendency for impulse purchases on mobile shopping apps by strategically placing enticing offers and promotions, optimizing the checkout process for ease and

speed, and providing personalized recommendations to encourage spontaneous buying decisions.

- Build upon the positive perception of using mobile shopping apps and websites by ensuring seamless navigation, fast loading times, and a visually appealing interface. Incorporate interactive elements and gamification to enhance user engagement and enjoyment.

- Maintain and improve upon the satisfactory rating of shopping apps and websites by addressing any pain points or areas for improvement highlighted by the respondents. Gather feedback regularly to ensure continuous optimization and enhancement of the user experience.

- Mobile commerce platforms need to prioritize improving usability to ensure a smooth and intuitive shopping experience for customers. This may involve optimizing navigation, streamlining checkout processes, and ensuring mobile responsiveness across different devices.

- While not significant in the current analysis, customization remains an important aspect of mobile shopping. Platforms can further personalize the shopping experience by offering tailored recommendations, allowing users to customize preferences, and providing interactive features that enhance engagement.

- To foster positive emotional experiences, mobile commerce platforms should incorporate features that evoke enjoyment and satisfaction, such as visually appealing product displays, gamification elements, and social integration. Encouraging user-generated content and facilitating social sharing can also contribute to building a sense of community and enjoyment among users.

- By understanding the link 2 between hedonic motivation and repurchase intention, mobile commerce platforms can implement strategies to nurture ongoing engagement and loyalty. This may involve offering incentives for repeat purchases, implementing

loyalty programs, and maintaining communication channels to keep customers informed about new offerings and promotions.

Overall, by prioritizing user experience and hedonic aspects of shopping, Mobile commerce platforms have the opportunity to create a positive and immersive atmosphere that not only meets customers' needs but also nurtures long-lasting relationships and loyalty.

CONCLUSION

In conclusion,The study underscores the substantial influence of both usage and hedonic motivation on outcomes in mobile shopping.Higher utilization of mobile shopping apps correlates with increased purchasing behavior, while hedonic motivation drives impulse purchases and enhances overall satisfaction. When combined, these factors amplify positive outcomes, providing valuable insights for retailers to optimize their mobile strategies and create more engaging shopping experiences. Further research can explore deeper mechanisms and long-term effects to refine these strategies and foster greater consumer loyalty in the mobile shopping landscape.

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1.Gender

- Male
- Female
- Other

2.Age

- 21-25
- 26-30
- 31-40
- 41 above

3.Qualification

- SSLC
- Plus two
- Degree
- Post graduate

4.Monthly income

- Less than 19999
- 20000 - 39999
- 40000 - 59999
- 60000 - 79999
- 80000 above

5.How frequently do you use mobile shopping apps or website

- Daily

- Several times a week
- Once a week
- Occasionally
- Rarely
- Never

6.When shopping on mobile apps or website, how often do you seek enjoyment or pleasure from the experience

- Very often
- Often
- Sometimes
- Rarely
- Never

7.How satisfied are you with the overall mobile shopping experience

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

8.How easy do you find it to navigate mobile shopping apps or website

- Very difficult
- Difficult
- Neutral
- Easy
- Very easy

9.To what extent does the visuals appeal of products on mobile shopping app or website influence your purchase decision

- Not at all influential
- Slightly influential
- Moderately influential
- Very influential
- Extremely influential

10.Please rate the extent to which the design and aesthetics of mobiles apps and website enhance your experience

- Not at all enhancing
- Slightly enhancing
- Moderately enhancing
- Very enhancing
- Extremely enhancing

11.How likely are you to engage in impulse purchase while using mobile shopping apps

- Not likely at all
- Not likely
- Neutral
- Likely
- Very likely

12. Convenience

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Shopping on m-commerce platforms (for example, through APP) is convenient for managing my time					
Shopping on m-commerce platforms makes my life easier					
Shopping on m-commerce platforms fits with my schedule					

13. Customization

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
It feels like m-commerce platforms are talking personally to me as a customer					
It is important to me that m-commerce platforms feel like my personal area when I use them					
I like it when I can customize the m-commerce platforms to my own liking					

14. Ease of use

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Purchasing on m-commerce platforms is easy for me					

Mobile payments are easy to use					
Overall, I believe that m commerce platforms are easy to use					
Learning to use m-commerce platforms is easy for me					
Interacting with brands on m-commerce platforms is flexible					

15. Enjoyment

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
find using m-commerce platforms to be enjoyable					
The actual process of using m-commerce platforms for shopping is pleasant					
I have fun using m-commerce platforms					

16. Satisfaction

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	
Overall, I am satisfied with my experience on m-commerce platforms						
I am satisfied with the pre-purchase experience of m-commerce platforms						

I am satisfied with the purchase experience of m-commerce platforms						
I am satisfied with the post-purchase experience of m-commerce platforms						
My choice to use m-commerce platforms was a wise one						

17. Repurchase intention

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
It is likely that I will repurchase from m-commerce platforms in the near future					
I regularly repurchase from the same m-commerce platform					
I expect to repurchase from m-commerce platforms in the near future					

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