



To Assess Hedonic and Utilitarian Consumer Behaviour Among Males

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ABSTRACT

The present study will serve as guide to Understanding the behaviour of consumers while they shop, it will help the marketers to develop market strategies so that they can understand the need of consumers better and give them exactly what they need. The present study focuses on exploring the hedonic or utilitarian consumer behaviour of males. The study was conducted in Jaipur city. The sample size used was 25 samples from two age group i.e. 25-29 and 30-35 years. Out of these 12 males were from age 25-29 years and 13 were from age 30-35 years. The data was gathered from respondents through questionnaire. Respondents were selected using random sample selection method. The study revealed that the respondent's age is inversely proportional to the hedonic behaviour of the respondent; with the increase in age the hedonic behaviour/trait decreases and utilitarian nature increases. The study reveals that working male are more utilitarian in nature where as non-working are more hedonic in nature. The study further indicates those un-married males are more hedonic as compared to married male.

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Introduction

India is a diverse country with different culture, cast and creed. Therefore, the choice of clothing also differs from person to person. The preference and buying behaviour change from individual to individual due to various factors such as personal preference, culture, tradition, occasion and other factors like economic, influence of reference group. The buying behaviour differs with difference in age, sex, income and type of education of the consumers. Consumer behaviour is referred to as act of individuals, groups, and organizations directly or indirectly involved in searching, obtaining, buying, using, and disposing of goods, services, ideas, or experiences to satisfy their needs and desires (Kuester, 2012). Consumer behaviour focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption related items. This includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, how they evaluate it after the purchase and the impact of such evaluation on future, and how they dispose of it.

When a person have spare time on the weekend and that person like to spend the time visiting the apparel stores, trying on different outfits (many of which you have no intention of actually buying), talking to the salespeople, enjoying the music playing in the stores, and watching other consumers, then that person have a Hedonic shopping behaviour. Hedonic consumer behaviour is consumption that is directed at satisfying needs for fantasy, excitement and fun. Hedonic shopping value is more subjective and individualistic. Its value is perceived through fun and pleasure as opposed to goal achievement (Hirschman and Holbrook, 1982).

When a person shops for apparel when it is absolutely necessary, planning in advance exactly what and where the

person is going to buy so that the consumer can enter and exit an apparel store with what is needed, as quickly as possible, then the consumer have an utilitarian shopping behaviour.

Clothing has been classified as products with high hedonic value due to its symbolic, experiential, and pleasing properties. In the measurement of shopping experience, the hedonic side of shopping must be considered as well as utilitarian side in order to reflect the complete shopping experience (Hirschman and Holbrook, 1982). The investigation how the hedonic shopping value influences consumers behavioural consequences is necessary on apparel marketing. The importance of this study helped us in assessing the hedonic and utilitarian consumer behaviour of consumers. Understanding the behaviour of consumers while they shop will help the marketers to develop market strategies so that they can understand the need of consumers better and give them exactly what they need.

Objectives

The present study aimed to identify the hedonic or utilitarian consumer behaviour of male.

Methodology

Locale of the study: Jaipur was selected as the study area as this city as it is a fast growing economy and people are well aware about apparel shopping.

Sample method: The respondents were approached by random sampling method. The data was gathered from respondents through questionnaire.

Sample size: The sample sizes were consisted 25 male respondents, out of which twelve were from age 25-29 years and thirteen from age group of 30-35 years. The data was collected interview schedule from the respondent.

Tools of data collection: The study is based on primary data. The primary data were collected by an individual itself such as questionnaire.

Scoring: A five point Likert scale will be used for analysing the data. The scale include: (1) Strongly Disagree, (2) Disagree, (3) Neutral, (4) Agree and (5) Strongly Agree. The scale has both positive and negative statements will be used. The highest possible rating will be 75 and the lowest possible rating will be 15.

Analysis of data: An ordinal questionnaire schedule was procured to collect the information. The questionnaire consists of 15 questions.

Results and discussion

The purpose of this study was to identify the hedonic or utilitarian consumer behaviour of males.

Table 1. Demographic profile of the respondents & their shopping behaviour.

Age group (in year)	HEDONIC		UTILITARIAN	
	N	%	N	%
25-29 yr.	7	28	5	20
30-35 yr.	5	20	8	32
Occupation				
Working	7	28	12	48
Non-Working	5	20	1	4
Marital status				
Married	4	16	5	20
Unmarried	8	32	8	32
Family type				
Nuclear Family	7	28	11	44
Joint Family	5	20	2	8

The results of above table show that 28% male respondents belong to 25-29 years age group are hedonic in nature and 20% male are utilitarian in nature. Twenty percent male respondents belonging to 30-35 years age group are hedonic in nature as compared to 32% male who are utilitarian in nature because the male of younger age have less responsibilities for family, they can easily spend money on shopping whereas once a person is married the responsibility increases and one not able to spend lavishly.

This study further revealed that 28% working male are hedonic in nature and 48% working male are utilitarian in nature. Similarly, 20% non-working male are hedonic in nature as compare to 4% non-working male are utilitarian in nature. This indicates that non-working male are hedonic because the working male do not have time to spend on shopping and therefore they buy goods whenever required and with the result they are utilitarian in nature, whereas non-working male have enough time to spend on shopping and so they are hedonic in nature.

The results of above table indicate that 16% married male are hedonic in nature as compare to 20% married male who are utilitarian in nature and 32% are unmarried male are hedonic and 32% are unmarried male who are utilitarian in nature. The result of the above table suggests that 28% male of nuclear family are hedonic in nature and 44% males are utilitarian.

Similarly 20% male of joint family are hedonic and 8% males are utilitarian in nature because male of joint family are hedonic and have more responsibilities as compared to the male of joint family.

Males of nuclear family can fulfil all the needs and wants of their family whereas in case of males of joint family, share their income with other family member with the result they have hedonic shopping behaviour.

Conclusion

The respondents of 25-29 years are hedonic in nature compared to utilitarian behaviour because the males of younger age have less responsibility of their families and they can easily spend on shopping. Similarly males of 30-35 years have utilitarian behaviour. This study further concluded that non-working males are more hedonic in nature as compare to working males and males of joint family are hedonic compared to the male of nuclear family.

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