



# A STUDY ON EXPLORING INDIVIDUAL MOTIVATION TOWARDS ONLINE SHOPPING WITH SPECIAL REFERENCE TO PRIVATE UNIVERSITIES IN GUWAHATI REGION

<sup>1</sup>PROLOP SAHA, <sup>2</sup>Ms. CHAYANIKA DAS

<sup>1</sup>UG Student, <sup>2</sup>Assistant Professor

<sup>1</sup>Department of Management,

<sup>1</sup>Assam Don Bosco University, Guwahati, India

**Abstract:** The retail sector has undergone a change thanks to the explosive expansion of internet shopping, which has opened new opportunities for both customers and businesses. For both marketers and researchers, it is essential to comprehend the reasons why people choose to shop online. This study intends to investigate why people shop online, with a particular emphasis on private universities in the Guwahati area.

According to the report, several variables influence why students at private universities in the Guwahati region choose to shop online. Convenience, time savings, a broader selection of products, competitive price, individualized recommendations, social influence, and perceived enjoyment are some of these elements. The study also pinpointed demographic traits and buying habits that affect the incentive for online shopping.

The research's conclusions offer useful information to advertisers and e-commerce sites who want to reach the Guwahati area's private university students. Businesses may better match the requirements and preferences of this consumer demographic by adjusting their marketing strategies, product offerings, and user experiences by comprehending the underlying motivations.

**Keywords:** Individual motivation, online shopping, consumer behavior, e-commerce, convenience, product variety, , social influence, online shopping motivation.

## CHAPTER I INTRODUCTION

### 1.1. Background

With the convenience of buying goods and services through digital platforms, the growth of online shopping has revolutionized the retail sector. This phenomenon has become widely popular across the globe, particularly in India, where the e-commerce industry has seen rapid expansion in recent years.

Online purchasing is growing more and more well-liked all around the world due to e-commerce's explosive expansion. Understanding the reasons why people shop online has become increasingly important as more customers rely on the accessibility and convenience of online platforms. To more effectively target and engage customers in the online marketplace, firms, marketers, and legislators can benefit from understanding the elements that affect individual motivation for online purchase.

The increase in online shopping has been fueled by a number of causes, such as technological developments, better internet access, and the widespread use of mobile devices. These innovations have produced a seamless shopping experience that allows people to browse and buy goods or services either at home or on the go. However, the factors that influence consumers' decisions to shop online are complex and go beyond simple convenience.

Moreover, Individual motivation is a sophisticated psychological concept that significantly influences how people behave. It includes both internal and external mechanisms that motivate people to take acts or pursue particular objectives. In a variety of areas, such as education, job performance, and consumer behavior, understanding individual motivation is essential.

Individual motivation is very important for organizations and marketers when it comes to consumer behavior. Given that motivated customers are more likely to engage in purchasing behaviors, it is crucial to understand the variables that influence their decision-making, especially when it comes to shopping.

Social and cultural issues can affect consumer motivations. Peers, families, and society conventions can all have an impact on how motivated people are to purchase. Additionally, cultural norms, values, and traditions have a big impact on how people behave and why in different countries.

## CHAPTER II LITERATURE REVIEW

Despite the prominence given to utilitarian considerations, some researches have noted that hedonic incentive plays a similar role in traditional and online purchase. According to one of the earliest research, sensuous simulation and search capabilities are the main drivers of buy intention for the front end of an online store, which has hedonic motivations like those of a storefront (Falk, 1997). The aesthetics and enjoyment that an online store offers impact a consumer's decision to make a purchase, just like with traditional methods of purchasing (Mathwick, 2001)

Shopping motivation that is utilitarian vs hedonistic vary greatly. When applied to shopping, utilitarian motivation, which is characterized as being logical and goal-oriented (Hirschman, 1982) demonstrates that the benefit depends on the efficiency of the acquisition process. Contrarily, hedonic motivation relates to the pursuit of feelings like happiness, satisfaction, and imagination while buying. The utility of the acquired goods is less important to consumers with high hedonic motivations than the enjoyment of the activity. Since hedonic motivation has evolved into the extension of utilitarian motivation, both of which are essential for retailers to maintain a competitive edge, it is clear that hedonic motivation has received a lot of attention in recent years (Parsons, 2002)

The study found that male teenagers have much more favorable attitudes about internet shopping on utilitarian motivation than do female adolescents, with particular emphasis on convenience, lack of social interaction, and cost savings. (Huang, 2010)

### 2.1. Significance of the study

The significance of this study lies in its exploration of individual motivation towards online shopping with a specific focus on private universities in the Guwahati region. By offering insights into a particular demographic group within a localized environment, the study contributes to the body of evidence already available on the motivations behind internet purchase. The study fills a knowledge vacuum about the special elements that affect online buying behavior in this particular environment by looking at the motivations of students in private universities. The survey outlines the main driving forces behind internet buying, including ease, choice in products, and affordable prices. This information can help business owners and investors spot prospective e-commerce market prospects, particularly in the Guwahati region and among private university students.

### 2.2. Research Gap

Despite the fact that online shopping has significantly increased in popularity and changed the retail sector, there is a research vacuum in determining why certain individuals choose to shop online in the context of private institutions in the Guwahati region. Previous research have looked into a variety of factors of online purchasing motivation, but they frequently ignore the distinctive traits and preferences of students in private institutions in favour of larger customer segments or certain businesses. Additionally, regional differences in online shopping behavior have received little attention in the available study, which focuses primarily on urban areas or larger cities. As a regional hub with a sizable number of private universities, Guwahati provides a unique demographic group that calls for inquiry to learn more about the elements that influence their desire for online buying. In light of this, there is a need for a thorough investigation that explicitly explores the reasons why students in private institutions in the Guwahati region choose to purchase online, using qualitative and quantitative methods.

### 2.3. Objective of the project

- To analyse the two types of Motivation i.e., Hedonic and Utilitarian that influences individuals towards the online Shopping.

## CHAPTER III RESEARCH METHODOLOGY

### 3.1. Research Design

The overall strategy or method that a researcher employs to carry out a study is known as the research design. It includes a number of components, including choosing study participants, measuring variables, sampling strategies, and data analysis methods. A study's quality and validity are greatly influenced by its research design, which also ensures efficient and ethical research procedures. When conducting descriptive research, the researcher pays attention to and describes the actions, attitudes, or traits of a phenomenon or group. This kind of study is especially helpful in giving a thorough comprehension of the topic being researched. In this study, the emphasis is on analyzing people's opinions and purchasing intentions towards internet shopping among those attending private institutions in the Guwahati area.

### 3.2. Population of the study

All of the students and staff at the private universities in the Guwahati region make up the study's population.

### 3.3. Sampling Technique

Snowball sampling is the sample technique utilized in the study.

### 3.4. Sample Size

Four universities from the Guwahati region are included in the 310-person sample size used for this research.

### 3.5. Data Collection Method

Primary data is gathered to better understand the perspectives of the students and employees who engaged in online shopping in order to meet the study's objectives.

The first-hand information was gathered from the field or from the primary data. the polls. The core data for the study was gathered via a questionnaire that was delivered both offline and online to the students and staff of the several universities in the Guwahati region. For offline distribution, the researcher used his own hands; for online distribution, google forms were used.

## CHAPTER IV

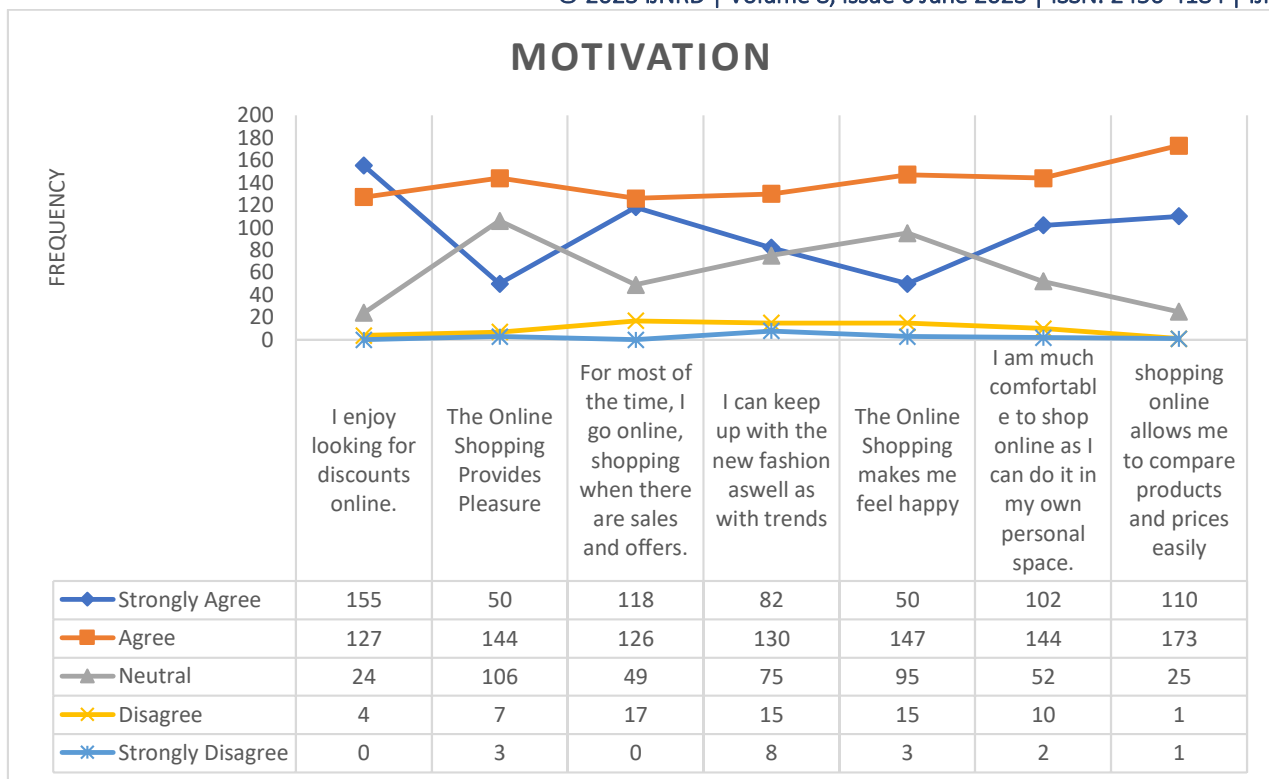
### DATA ANALYSIS AND INTERPRETATION

#### 4.1. DATA ANALYSIS

To analyse the two types of Motivation i.e., Hedonic and Utilitarian that influences individuals towards the online Shopping.

**Table 1: Showing the Frequency of the Motivation**

MOTIVATION	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I enjoy looking for discounts online.	155	127	24	4	0
The Online Shopping Provides Pleasure	50	144	106	7	3
For most of the time, I go online, shopping when there are sales and offers.	118	126	49	17	0
I can keep up with the new fashion as well as with trends	82	130	75	15	8
The Online Shopping makes me feel happy	50	147	95	15	3
I am much comfortable to shop online as I can do it in my own personal space.	102	144	52	10	2
shopping online allows me to compare products and prices easily	110	173	25	1	1



**Fig 1: Graphical Representation of the Motivation**

#### 4.2. DATA INTERPRETATION

The first four lines in the table above pertain to hedonic motivation, but the final two statements show utilitarian motivation. The investigation has shown that, according to the statements with the highest frequency, or the Four Statements, the shoppers or the persons are more driven by hedonic motivation than by utilitarian motivation.

Additionally, the majority of respondents (49 percent strongly agree, 40 percent agree) enjoy looking for discounts online, indicating that the availability of discounts is a motivating factor for their online shopping behavior and that it also brings them pleasure and happiness. Additionally, it has been observed that while shopping online, it is simple to compare costs and items, underscoring the efficiency and ease of online shopping in this area. This is one of the utilitarian motivational variables.

### CHAPTER V

#### FINDINGS, RECOMMENDATIONS AND CONCLUSION

##### 5.1. Findings

- People are driven by hedonic motivation, which shows that they are more concerned with the items' enjoyment, fun, and happiness than with their utility.
- Discounts and sales draw more people and have a significant impact on consumer purchasing habits.
- The majority of people shop around for pricing before making a purchase and are heavily influenced by cost.
- A sizable majority of people find online buying enjoyable. This implies that these people find delight in the online purchasing process itself.
- The respondents say they feel more at ease purchasing online because they can do it in their own home. This highlights the comfort and anonymity that online buying offers.

##### 5.2. Recommendations

- Students' online purchasing habits can be influenced by using social media platforms. Online merchants should create a strong social media presence and communicate with students through influencer partnerships, interactive content, and relevant advertising.
- E-commerce platforms ought to spend money on individualized product suggestions that take into account students' tastes, browsing patterns, and demographic data. Customized suggestions can improve happiness and engagement, which encourages more students to shop online.
- Private universities in the Guwahati area can cooperate with online merchants to plan workshops, events, and campaigns that inform students about the advantages and security of online purchasing. Additionally, collaborating with universities can open up chances for focused marketing and exclusive student discounts.

##### 5.3. Conclusion

In conclusion, this research paper was to investigate why people choose to shop online, with an emphasis on students attending private universities in the Guwahati area. The study investigated the variables influencing online purchasing motivation and identified the distinctive traits and preferences of this demographic group using a mixed-methods approach that combined qualitative interviews and quantitative surveys.



The results of this study offer insightful information about the factors that influence online buying among students at private universities in Guwahati. Students valued the freedom to shop anytime, anyplace, and valued the time savings as a key motivator that emerged. Additionally noted as significant drivers of online purchasing motivation were the greater product variety available online, competitive pricing, personalised recommendations, social impact, and perceived enjoyment.

This study has significance for researchers, politicians, e-commerce platforms, and marketers. The discovered motives can be used by marketers to create specialised marketing strategies, individualised product offerings, and improved user experiences for the student body at private universities. To draw and keep student clients, e-commerce platforms can make investments in ease, customization, and security measures. The findings can be used by policymakers to create rules that safeguard consumer rights and advance ethical business practises in the internet retail sector. The results of this study can be expanded upon by researchers to examine new variables and look at how the motive for internet purchasing is changing.

Understanding consumer motives and preferences is becoming more and more important as the online retail environment changes. This study lays the groundwork for future research that will dive deeper into this dynamic and always evolving phenomenon. It specifically examines online purchasing motivation in the context of private university students in the Guwahati region.

## References

- Falk, P. (1997). The scopic regimes of shopping. *Saga Publications*.
- Hirschman, E. &. (1982). Hedonic consumption: emerging concepts,. *Journal of Marketing*, 46 (2), 92–101.
- Huang, J.-H. Y.-C. (2010). Gender Differences in adolescents online Shopping Motivation. *African Journal of Business Management*, 4(6), 849-857.
- Mathwick, C. M. (2001). Experimental value: conceptualization, measurement and application in the catalog and internet shopping Environment. *Journal of Retailing*, 77 (1), 39–56.
- Parsons, A. (2002). Non-functional motives for online shoppers: why we click. *The Journal of Consumer Marketing* , 19 (5), 380–392. .
- Sahney, S. e. (2013). Perceived Benefits and Risks of Online Shopping: A Study of Indian Consumers.
- Sakthivel. (2006). Impact of Demographics on the consumption of different services online in india. *Journal of Internet Banking and Commerce* .
- Ton.ita.perea., .. B. (2004). What Drives Consumer to shop online? *International Journal of service Industry Management*, Vol-15, No-1.
- Wai, C. L. (2019). Factors Influencing Online Shopping Intention in Malaysia. *Journal of Economics, Business and Management*.

