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Araştırma Makalesi • Research Article

The Impact of Hedonic and Utilitarian Values on Airline App Users' Recommendation Behavior and Repurchase Intention

Hedonik ve Faydacı Değerin Havayolu Mobil Uygulama Kullanıcılarının Tavsiye Davranışı ve Yeniden Satın Alma Niyeti Üzerine Etkisi

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ÖZ

Bu çalışmanın amacı, hedonik ve faydacı değerlerin tavsiye (ağızdan ağıza iletişim ve elektronik ağızdan ağıza iletişim) ve tekrar satın alma niyeti üzerindeki etkisini incelemektir. Bu amaçla havayolu uygulamalarını aktif olarak kullanan havayolu yolcularından veriler toplanmıştır. Kolayda örnekleme yöntemi kullanılarak havayolu uygulamalarını kullanan 122 yolcudan elde edilen verilere, araştırma modelinde boyutları oluşturan faktörlerin belirlenmesi için güvenilirlik ve doğrulayıcı faktör analizi uygulanmıştır. Çalışmada önerilen araştırma modelindeki ilişkiler, Kısmi En Küçük Kareler Yapısal Eşitlik Modellemesi (KEKK-YEM) kullanılarak değerlendirilmiştir. Çalışmanın sonuçları hem hedonik değer hem de faydacı değer hava yolcularının tavsiye davranışları üzerinde olumlu etkisi olduğunu göstermiştir. Ancak, sadece faydacı değer tekrar satın alma niyeti üzerinde pozitif anlamlı bir etkiye sahip olduğu, hedonik değer ise tekrar satın alma niyeti üzerinde istatistiksel açıdan anlamlı bir etkisinin olmadığı sonucuna ulaşılmıştır.

ABSTRACT

The purpose of this study is to examine the effect of hedonic and utilitarian value on recommendation (word-of-mouth and electronic word-of-mouth) and repurchase intention. For this purpose, data were collected from the airline passengers who actively use the airline app. The reliability analysis and confirmatory factor analysis were applied to the data obtained by using a convenience sampling method from 122 airline app users to determine the factors that make up the dimensions in the research model. The relationships in the research model provided in the study were evaluated using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results of the study indicated that both hedonic value and utilitarian value have positive effects on air passengers' recommendation behavior. However, it was found that only utilitarian value has a positive significant effect on repurchase intention whereas hedonic value doesn't have a significant effect.

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Introduction

Customer value creation has been the basis of all marketing activities for a long time (Holbrook, 1994). The Service-Dominant (S-D) logic, which offers a relook at customer value, indicates that the value of a service or product is produced not only by the supplier/manufacturer but also by the product or service's client. (Vargo and Lusch, 2004). Thus, the unique aspects of co-create value have been expressed in the center of the S-D logic, by conceptualizing the value of the customer. Superficial interaction in the first stage of value co-creation can activate willingness of customers to create value, and this is a necessary condition for co-creating value (Niu et al., 2015). Multiple value components are important in the formulation of competitive consumer value propositions, according to Rintamäki et al., (2007). They categorize value propositions as symbolic, functional, economic, and emotional value propositions based on many components of utilitarian/hedonic buying motives. A natural and valid basis for this is to consider the strategic ramifications of various value co-creation approaches in this regard by concentrating on symbolic, functional, economic, and emotional value propositions (Saarijärvi, 2012). In this context, the consumption perspective of Holbrook and Hirschman (1982) emphasizes the hedonic or experiential part of consumption, along with the purpose, task, and benefit-oriented aspects of consumption. The hedonic dimension of the co-creation process refers to intellectually engaging, funny, pleasurable, and amazing encounters (Kohler et al., 2011). Shopping creates both hedonic and utilitarian value, according to Babin et al. (1994). While hedonic value relates to the emotional value of shopping (i.e., multisensory sensations like enthusiasm and delight), utilitarian value refers to shopping's task-related value (i.e., getting desired items or services) (Park and Ha, 2016). In other words, consumer value derived from the use of a service can be classified as either hedonic or utilitarian (Mathwick et al., 2001). Hedonic behavior is described as enjoyment, play, pleasure, and experience (unconscious responses), whereas utilitarian conduct is defined as rational and goal-oriented (conscious reactions) for activity and instrumental value (Voss et al., 2003). In this context, utilitarian consumers differ in their behavior from hedonic consumers (Schau et al., 2009). Hedonic motivations not only encourage social media sites but also reveals an intention to purchase by creating a positive trend for proper marketing messages and marketing interaction (Martín-Consuegra et al., 2019).

According to IATA Air Passenger Forecasts, the world air passenger market is forecasted to grow by 3.9% per annum. Turkey will be among the top 15 countries in terms of the world air passenger market in 2034 (IATA, 2019). This development makes Turkey an attractive air passenger market for airlines firms. The development also forces airline firms to more co-create value to their passengers. While airline firms create value, they don't focus only on utilitarian value but also hedonic value. Thus, airline companies will create value for their passengers and will have an impact on their passengers' repurchase intention (Polat and Sesliokuyucu, 2019), WOM, and eWOM. The study aims to analyze the impacts of hedonic value and utilitarian value on repurchase intention, WOM, and eWOM. The rest of the study is structured as follows. The relevant literature and hypotheses are discussed first, followed by a description of the research technique and the model's outcomes. Finally, a broad overview of the findings and their consequences are presented, as well as the limitations of the research and future research directions.

Theoretical background

Utilitarian Value

Utilitarian consumption is described as consumption motivated by a desire to meet a fundamental need or perform a functional job (for example, washing clothing with laundry detergent) (Ryu et al., 2010). Utilitarian values are instrumental, functional, and cognitive in

nature, and they serve as a means to a goal, necessitating place, time, and possession considerations (Noble et al., 2005). An effective assessment of consuming behavior is based on utilitarian value. Iyanna (2016), in the study where the behavior of customers is based on experience, has found that both customers and businesses change their behavior and improve utilitarian value by implementing new initiatives and regulating existing practices. Surprises, diversions, delays, and interruptions all work against the utilitarian value of buying (Babin and James, 2010). There is a conscious quest for the desired result in utilitarian value. As a result, utilitarian value is task-oriented and reasonable, and it may be equated to labor (Ryu et al., 2010). Product usability, efficiency, simplicity, convenience, and ease of job accomplishment, as well as the ease of particular experiences, all contribute to utilitarian value (Dhar and Wertenbroch, 2000; Laroche et al., 2005).

Hedonic Value

Consumer behavior has been studied for its pragmatic characteristics, which have been described as task-related and reasonable (Babin et al., 1994). However, some researchers are interested in the hedonic elements of consumer behavior, recognizing the potential relevance of entertainment and emotional values (Babin et al., 1994; Wakefield and Baker, 1998; Arnold and Reynolds, 2003). Lin et al., (2018) explain how and why specific forms of opinion leadership roles might impact customers' views of the utilitarian and hedonic value of a given service or product based on the contrast between utilitarian and hedonic value. This justification comprises (1) developing personal attachment to the object in order to promote its hedonic value, and (2) giving functional knowledge about the product in order to promote its utilitarian value. As a result, hedonic consumption has come to be defined as pleasure-focused consumption motivated largely by a need for sensory pleasure, imagination, and amusement (Holbrook and Hirschman, 1982). Consumers' perceptions of hedonic value can lead to consuming behavior in and of itself. This can be formed from good feelings associated with a consumer's engagement with a marketing setting or experience. Consumer approval of the actual service is based on hedonic value, which includes feelings like thrill or prestige, nostalgia, diversity, relaxation, pride, and good flow experiences (Eroglu et al., 2005). Hedonic value is different from the utilitarian value, which provides the right product selection based on the shopping efficiency and logical evaluation of product information (Fiore et al., 2005).

Repurchase Intention

The initial purchase objective shows the chance of a potential consumer making their first purchase from an online vendor at a given moment. The subjective possibility that a consumer will continue to buy from the same online supplier is expressed by the repurchase intention (Davis, 1989). Success in Internet shopping requires both values (hedonic - utilitarian) to be provided. Thus, these two values are effective on the repurchase intention.

Bridges and Florsheim (2008) define utilitarian and hedonic values as online shopping targets that direct consumer behavior. The achievement of experienced customers' shopping value judgments stem from past consumptions that facilitate (or impede) objectives (Woodruff, 1997). It gives an online repurchase decision how these value assessments aid customers in achieving their ultimate goals. Lee et al. (2006) stated that intention is the best variable for analyzing customer behavior. Other research, on the other hand, have shown that the factors that influence repurchase intentions are not necessarily linked to repurchase behavior (Mittal and Kamakura, 2003). Babin et al. (1994) also propose that hedonic and utilitarian values are significant outcomes that influence consumer decisions in the future via loops of feedback. When an online business can give better utilitarian and hedonic values, consumers may have stronger repurchase intentions. Further research in this direction supports that utilitarian and hedonic value

affect consumers' repurchase intention (Jarvenpaa and Toad, 1996; Hoffman and Novak, 1996; Hammond et al., 1998; Childers et al., 2001; Jones et al., 2006; Ryu et al., 2010; Pöyry et al., 2013; Syafita, 2018; Munaro et al., 2020). Chiu et al. (2014) found in their study that, both utilitarian and hedonic values are related to repurchase intentions of online buyers. Kim (2015) found that both hedonic and utilitarian values had a significant impact on the behavioral intentions of passengers in the study of the effects of airline passengers' values on intent formation. It is expected that repurchase intentions will be linked to passenger evaluations of hedonic and utilitarian value. As a result, the following hypotheses on repurchase intention, hedonic value, and utilitarian value are proposed.

H₁: *The perceived hedonic value of the passengers has an effect on the repurchase intention.*

H₂: *The perceived utilitarian value of passengers has an effect on the repurchase intention.*

Word-of-Mouth and e-Word-of-Mouth

For businesses, social media has evolved into a new hybrid element of integrated marketing communication that enables them to form solid connections with their customers (Mangold and Faulds, 2009). The use of Web 2.0 technologies such as blogs, microblogs, chat platforms, and social networking sites in creating a robust eWOM communication tool is critical (Cheung & Thadani, 2012; Koçak, 2017). Word-of-mouth (WOM) is the methodical impact of consumer-consumer communication with professional marketing techniques (Kozinets et al., 2010). WOM plays an important role in customers' purchasing decisions (Richins and Root-Shaffer, 1988). Internet has facilitated the online development of WOM and extends consumers' choice of obtaining objective product information from other users. It also offers consumers the opportunity to make recommendations for their personal usage with electronic word-of-mouth (eWOM) (Hennig-Thurau et al., 2004).

While the Internet is becoming necessary for consumers according to the utilitarian perspective (Childers et al., 2001), hedonic online consumer behaviors have taken less attention (Cotte et al., 2006). eWOM communication is expressed as “any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet” (Hennig-Thurau et al., 2004).

Since eWOM affects the purchase decision, decision process and purchase intention in many ways, several studies on marketing draw attention to the impact of eWOM on purchasing. Additionally, scholars has discussed the effect of eWOM on product sales (Chevalier and Mayzlin, 2006; Wang and Wei, 2006; Goldsmith and Horowitz, 2006; Roy et al., 2017; Kim et al., 2019), consumer behaviors (Chu and Kim, 2011; Cheung and Lee, 2012; Kietzmann and Canhoto, 2013; Reyes-Menendez et al., 2020), consumers' decision-making processes (De Bruyn and Lilien, 2008; Park and Lee, 2008; Wang and Chang, 2008; Pöyry et al., 2012), purchase intention (Ye et al., 2011; Duverger, 2013; Mauri and Minazzi, 2013; Alhidari et al., 2015; Farzin and Fattahi, 2018; Daowd et al., 2020) and their attitudes towards the brand and website (Lee et al., 2009; Bambauer-Sachse and Mangold, 2011; Rahman et al., 2020). Jones et al. (2006) found that hedonic value, a structure related to emotional fulfillment and emotional experience, was closely related to positive eWOM variable. It is anticipated that passengers' hedonic and utilitarian value assessments will be linked to WOM and eWOM based on this information. As a result, the following hypotheses on WOM, eWOM, hedonic value, and utilitarian value are proposed.

H₃: *The perceived hedonic value of passengers has an effect on WOM.*

H₄: *The perceived utilitarian value of passengers has an effect on WOM.*

H₅: *The perceived hedonic value of passengers has an effect on eWOM.*

H₆: *The perceived utilitarian value of passengers has an effect on eWOM.*

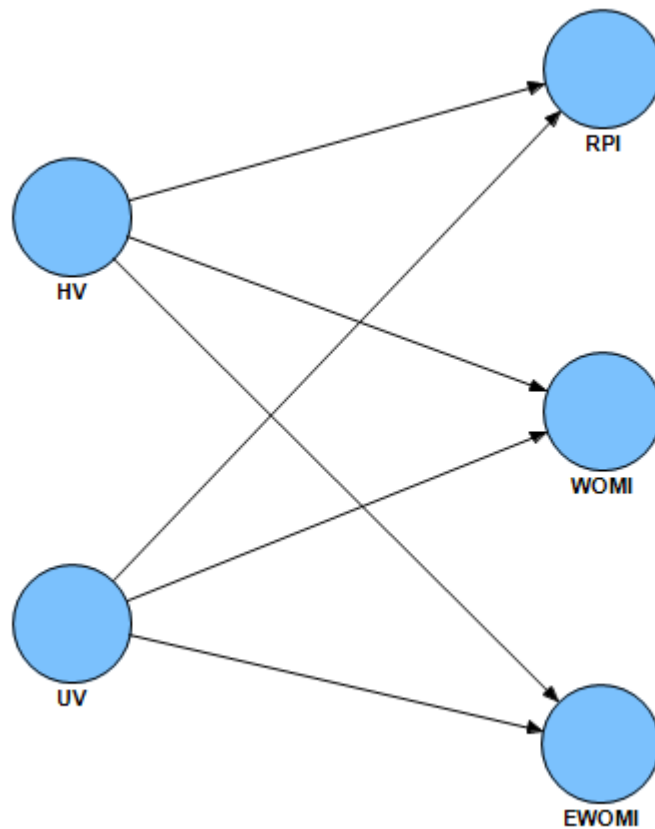


Figure 1: Research Model

Methodology

Sample and data collection

To test the hypotheses, data were collected from a sample of airline passengers. For this purpose, the developed questionnaire was distributed through different internet platforms including social media applications like Facebook and Twitter to potential respondents. Before taking part in the study, the potential participants were asked whether they travel by airplanes and if so whether they use the mobile application of their preferred airline company. If the answer to both questions were positive, then the person was asked to fill the questionnaire. Among the 344 people contacted through the internet, only 122 satisfied the conditions to join the study and filled the questionnaire. Therefore, our final data set comprises answers given by these 122 respondents.

Instruments

The items in the questionnaire were adapted from the related literature. In this research, there are five different constructs, hedonic value (HV), utilitarian value (UV), online repurchase intention (ORI), WOM intention (WOMI) and eWOM intention (EWOMI). The items for HV and UV have been adapted from the work of Overby and Lee (2006) and items for WOMI, EWOMI and ORI have been adapted from Bigne et al. (2018).

Results

To test the hypotheses, the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique was used. For running the analyses, The SmartPLS software version 2 was utilized.

Measurement Model

Before starting the analyses to find out the relationships among the constructs in the research model, these constructs' measuring properties must be evaluated. For this purpose, it is necessary to check the reliability and validity of the constructs.

For reliability, the composite reliability scores and Cronbach alpha values are calculated. The values are shown in Table 1. As seen from the table all the constructs have enough reliability as their values are higher than the suggested base value of 0.7.

Table 1: Factor loadings and reliability scores

Items	Factor Loadings	Construct	Composite Reliability	Cronbach's Alpha
HV1	0.7050	HV	0.8789	0.8159
HV2	0.8753			
HV3	0.8694			
HV4	0.7531			
UV1	0.7536	UV	0.9071	0.8626
UV2	0.8348			
UV3	0.9202			
UV4	0.8547			
RPI1	0.9664	RPI	0.9714	0.9558
RPI2	0.9495			
RPI3	0.9598			
WOMI1	0.9554	WOMI	0.9628	0.942
WOMI2	0.9416			
WOMI3	0.9427			
EWOMI1	0.9262	EWOMI	0.9613	0.9396
EWOMI2	0.9604			
EWOMI3	0.9471			

For validity, it is necessary to check both convergent validity and discriminant validity. In checking convergent validity, the average variance extracted (AVE) score might be used. For an acceptable level of convergent validity, AVE should be 0.50 or higher (Fornell and Larcker, 1981). AVE scores of each construct are shown in Table 2. As seen from the table, all the constructs satisfy this criterion.

The square root of AVE was compared with the correlations between constructs to determine discriminant validity. The square root of AVE should be larger than the absolute values of these associations for discriminant validity. In the table, the square root of AVE values for each construct are provided in parenthesis. The square root of AVE for each construct is larger than the inter-construct correlations, as seen in the table. As a result, it was determined that the study's measures have sufficient convergent and discriminant validity.

Table 2: Validity scores

Constructs	AVE	Inter construct correlations				
		EWOMI	HV	RPI	UV	WOMI
EWOMI	0.8924	(0.9447)				
HV	0.6466	0.3666	(0.8041)			
RPI	0.9189	0.3958	0.3074	(0.9586)		
UV	0.7105	0.3990	0.3406	0.7163	(0.8429)	

WOMI	0.8960	0.6062	0.4130	0.8177	0.7008	(0.9466)
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Structural Model

The structural model is shown in Figure 2.

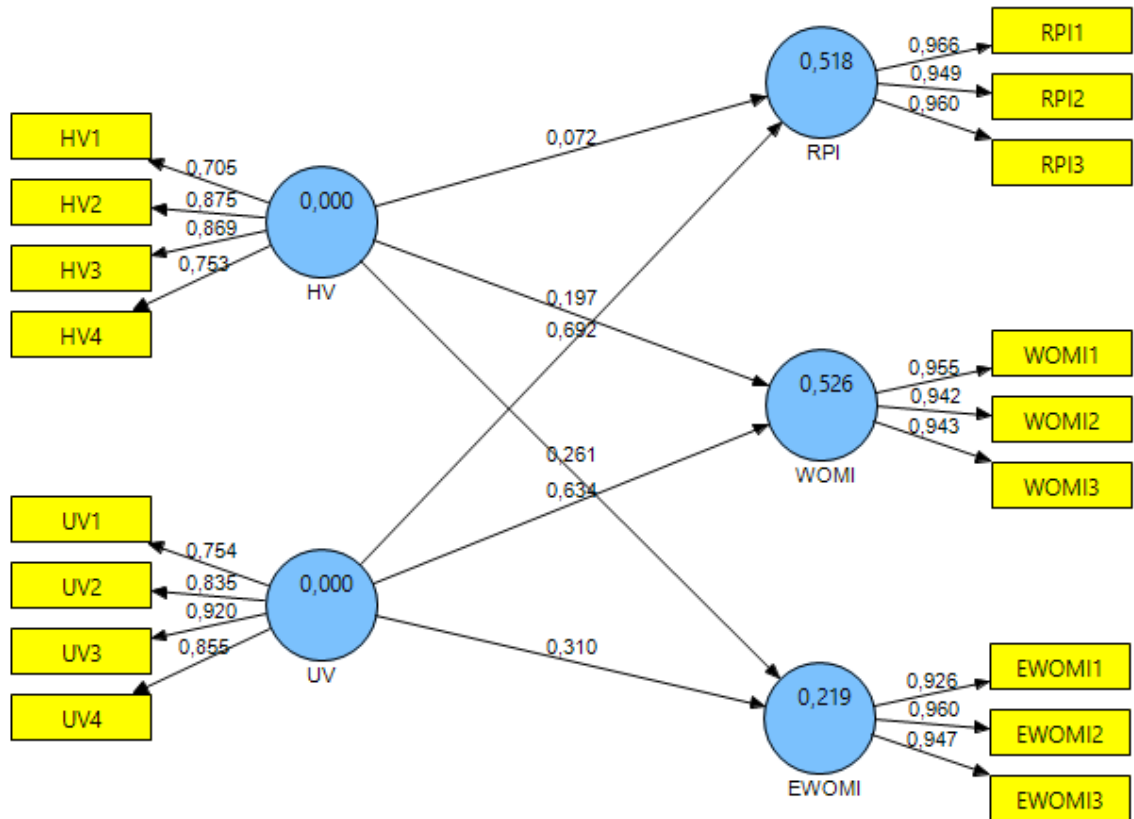


Figure 2: Structural model

The path coefficients of the model and the corresponding significance values are summarized in Table 3.

Table 3: Structural model coefficients

Path	Path coefficient	Standard Deviation	T statistics	p values
HV → RPI	0.072	0.0671	1.0696	0.2861
HV → WOMI	0.197	0.0743	2.6529	0.0086
HV → EWOMI	0.261	0.0969	2.6921	0.0077
UV → RPI	0.692	0.0639	10.8196	0.0000
UV → WOMI	0.634	0.0792	8.0013	0.0000
UV → EWOMI	0.310	0.1031	3.008	0.0030

As seen from the table, all the coefficients are significant except the coefficient of the path from HV to RPI.

Conclusion

This paper aims to develop and test a theory-based model that explores the relationship between hedonic and utilitarian values and repurchase, WOM and eWOM intentions of airline passengers. The data were collected through a questionnaire and the findings obtained from the analysis of the data allow the evaluation of the research model from different perspectives. Correlation analysis has been conducted to investigate the relationships between the variables. As

a result of the analysis, significant correlations are found between hedonic and utilitarian value variables and also between WOM, eWOM and repurchase intention variables.

The PLS-SEM technique is used to test the suggested relationships between these variables. The results of the analysis show that both hedonic and utilitarian values have positive effects on the suggestion behavior of airline passengers. Only the utilitarian value (H_2 - path coefficient = 0.69) has a positive and significant effect on the intention to buy again, whereas the hedonic value (H_1 - path coefficient = 0.07) has no significant effect. Thus, findings suggest that there is a significant correlation between the utilitarian value and the repurchase intention similar to previous studies (Childers et al., 2001; Overby and Lee, 2006; Ozturk et al., 2016). This result indicates that the utilitarian value of passengers' repurchase intentions is more important than the hedonic value. Concerning the H_3 and H_4 hypotheses, the findings show that WOM is associated with both hedonic value (path coefficient = 0.19) and utilitarian value (path coefficient = 0.63). These results are similar to those that were reported by Jones et al. (2006). Jones et al. (2006) showed that the utilitarian and hedonic value perceptions of airline passengers have a positive effect on other people they think are important to them. The results show that hedonic value and utilitarian values have positive effects on eWOM, too (H_5 - path coefficient = 0.26 and H_6 - path coefficient = 0.31). The findings show that the utilitarian and hedonic value perceptions of airline passengers play an important role in eWOM communication on the internet (Pöyry et al., 2012). The study shows how and why passengers' evaluations of the airline mobile application service's utilitarian and hedonic value on repurchase intention, WOM, and e-WOM are influenced based on value co-creation. Thus, to support the hedonic value of the mobile application service, airlines must increase the customer's personal involvement with the application, as well as provide functional information about the service to support its utilitarian value. It's possible that these two sorts of value co-creation may boost airline passengers' overall service value (Im et al., 2015; Bond et al., 2017).

Although this study provides some suggestions and implications for both airline researchers and practitioners, the results of this research also have certain limitations, which can be addressed in future research. First, respondents are a nonrandom sample of Turkish passengers only, while air passengers are worldwide. Future research may extend this study into other regions and countries. Second, the generalizability of results outside the airline industry is unknown. Additionally, the question of how air passengers' preference of different service models such as low cost and full-service influence the relationships is not investigated in the study.

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