

THE EFFECT OF UTILITARIAN AND HEDONIC SHOPPING VALUES ON CONSUMERS' PERCEIVED BENEFITS AND RISKS IN ONLINE SHOPPING

HEDONİK VE FAYDACI SATIN ALMA DEĞERLERİNİN TÜKETİCİLERİN ONLINE ALIřVERİřTEKİ RİSK VE FAYDA ALGISI ÜZERİNDEKİ ETKİSİ

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Abstract

Online shopping has gained importance with the increase in the use of internet parallel to the development of technology. This development of importance in the field has necessitated the research of the factors effecting online shopping behavior. This study has been carried out with the purpose to determine the effect of hedonic and utilitarian shopping values on consumers' perceived benefits and risks in online shopping. The research data has been obtained through an online survey based on the voluntary participation of a 336 person consumer group, using the "Perceived Risk and Benefit Scale of Online Shopping" developed by Forsythe, Liu, Shannon & Gardener (2006) and the "Hedonist/Utilitarian Consumption Scale" developed by Babin, Darden & Griffin (1994). As a result of the analysis of the research data; a positive relationship has been established between the consumer perception of benefit in online shopping and the hedonic and utilitarian consumption values.

Keywords: Online Shopping, Perception of Benefit and Risk in Online Shopping, Hedonic Shopping Values, Utilitarian Shopping Values

Öz

Teknolojinin gelişmesine paralel olarak internet kullanımının artmasıyla beraber elektronik alışverişin önemi de artmıştır. Artan bu önem dolayısıyla alanda elektronik alışveriş davranışının etkilendiđi faktörlerin araştırılması geređi ortaya çıkmıştır. Bu bağlamda bu çalışma tüketicilerin hedonik ve faydacı satın alma değerlerinin, online alışverişteki risk ve fayda algıları üzerindeki etkisinin belirlenmesi amacıyla planlanmış ve yürütülmüştür. Arařtırma verileri, internet üzerinden gönüllülük esasına dayalı olarak katılım sađlayan 366 kişilik bir tüketici grubuna Forsythe, Liu, Shannon ve Gardener (2006) tarafından geliştirilen "İnternet Üzerinden Alışverişte Algılanan Risk ve Fayda Ölçeđi" ve Babin, Darden ve Griffin (1994) tarafından geliştirilen "Hazcı / Faydacı Tüketim Ölçeđi" uygulanarak elde edilmiştir. Arařtırma verilerinin analizi sonucunda; tüketicilerin hedonik alışveriş değerlerinin online alışverişteki fayda algısı üzerinde pozitif, risk algısı üzerinde ise negatif bir etkisi olduđu; tüketicilerin faydacı alışveriş değerlerinin online alışverişteki fayda algısı üzerinde pozitif, risk algısı üzerinde negatif bir etkisi olduđu gözlemlenmiştir.

Anahtar Kelimeler: Online alışveriş, Online alışverişte kar ve risk algısı, Hedonik alışveriş değerleri, Faydacı alışveriş değerleri

1. INTRODUCTION

Human beings, due to their nature and creation, have a constant deprivation for certain things. Consumption carries an essential importance in the fulfillment of these necessities. Consumption is a phenomenon that sometimes can be used to sustain livelihood at the minimum level enough to stay alive, sometimes only to fulfill the necessities to prioritize the utilitarian purpose, and sometimes carried out with the intention to take pleasure (Őengn & Karahan, 2013: 14).

In the modern sense, the consumer is the focal point of marketing. For this reason, consumer behaviors, starting from the preproduction process through all business activities, have to be constantly examined (Őzgven, 2013: 1). In full definition, a consumer is a private individual that has been endowed with necessities, which has tastes and can make preferences, uses financial resources to buy goods and services, and obtains pleasure as a result of these actions (Bakırcı, 1999: 16). Due to the fact that the primary subject of consumer behavior is humans, and man is a constantly changing living creature which is affected by environmental factors, consumer behavior is of a variant nature (Őzgven, 2013:9).

Consumer behavior is the individual's decision to buy and use particularly economic products and services, and the activities regarding them (Walters, 1978: 8); and aims to examine how consumers use scarce resources like time, energy and money for consumption (Odabaşı & Barıř, 2003: 29). According to classical economists, man is an economic and rational being and consumer behaviors are determined in line with this human presence. Hereunder, the decisions for purchasing are based on economic calculations. Namely, the consumer while spending his budget divides it between the goods which provide him with the highest satisfaction as well as the highest benefit. So, in purchasing, there is always a weighing and spending (Penpene, 2006: 52).

It is seen that most of the traditionally connoted consumer behavior research focuses on the utilitarian aspect of shopping. Utilitarian motives are stated to be incentives which drive consumers to buy "only the necessary goods, services or information" that they necessitate. Utilitarian consumer behavior is generally defined to be related to a certain business, concerning an assignment and rational (Babin et al., 1994: 650).

In utilitarian consumption theory, shopping for consumers is an activity carried out of obligation or necessity. For a consumer of this nature, a necessity rises and the consumer purchases goods or services best fit for his budget, making a comparison between brand and company. This situation, in economic doctrine, is accepted as the utility theory. In theory, the consumer Homo-Economicus prefers more to less, fully informed of the limited budget and is accepted to have gained the highest benefit among his infinite needs (Hopkins & Davashish, 1999: 280).

However, nowadays when consumers make their purchasing decisions, they do not act rationally like in the traditional purchasing processes, and make their decisions under the influence of different considerations and situational factors. With the prominence of the emotional, sentimental or experimental aspects of the consumption phenomenon in the modern world, distinctions in the understanding of traditional purchasing have emerged and hedonic consumer behavior has come to be examined in research (Aydın, 2013: 160).

Among the important factors which surface the consumers' buying behavior, rightfully determining the meaning of the need for the consumer is just as important as the necessity itself (Kker & Maden, 2012: 100); because research on consumption and consumers show that consumers today do not solely exhibit a rational and economic consumption behavior (Odabaşı & Barıř, 2003: 23). The consumer uses some products and brands not only because the product expresses his personality or designates his social status, but also to satisfy his inner exigencies (Kim, Kim & An, 2003: 335).

With the values the modern world contributed to the understanding of purchasing, the way the consumer looks at the producer and the producer looks at the consumer has changed, and in time the consumption culture has taken on a new dimension. Along with consumption based on benefit expectation, the rapid prevalence of hedonic consumption, which is the type of consumption that

provides the consumer with satisfaction in certain ways, has been observed (Fettahliođlu, Yıldız & Birin, 2014: 311). While hedonistic consumers are defined to be individuals who have made taking pleasure in consumption of a certain product a way of thinking, the constant recurrent behavior of taking pleasure in consumption or shopping is defined as hedonism (zdemir & Yaman, 2007: 81).

Hedonic shopping expressing the pleasure aspect of consumption has been stated to be the association of dreams and excitements formed as a result of multiple interwoven emotions with the purchased products (Hirschman & Holbrook, 1982: 20).

The reasons that lie on the basis of hedonic behavior are to recede from the monotone course of life and the pleasure felt during shopping. Hedonic behavior is the result of a more personal, subjective, satisfactory and fun adventure (Carpenter, Moore & Fairhurst, 2005: 47).

With the rapid progress and change in information technologies and the use of computers with internet technology has led to large scale alterations in daily economic activities. The widespread use of internet in various fields of economic life while increasing the quality of social life is also significantly altering consumer behaviors, habits and shopping styles (Kayabaşı, 2010: 26). As a result of the variations in the understanding of traditional purchasing, the means which consumers use and prefer for purchasing have also changed. Along with traditional buying methods, other procedures such as online shopping have intensively come to be used. Hence, Ernst&Young research results conducted in 34 countries show that 69.0% of internet users in Turkey shop online. According to the 2015 Turkish Statistical Institute data, the fact that there is a 69.5% rate of internet users significantly indicates that shopping in Turkey is conducted online (Trkiye İstatistik Kurumu [TUIK], 2015). Consumer access to all kinds of products and services over internet shopping sites, the ability to obtain information about these products and services and the opportunity to conduct a price match over on them play an important role in the preference for online shopping (İzgi & Şahin, 2013: 15).

In this context, the use of internet which has gained widespread use in the recent years has begun to show its effects in numerous areas. Accordingly, the most important development has been the shift of commerce to the electronic environment (Erdem & Efilođlu, 2002: 26). Electronic commerce in its basic form is the production, advertisement, sales and distribution of services and goods through the electronic environment and telecommunication networks (Pınar, 2005: 36). Consumers, now because of its convenience and in order to save time, prefer online purchasing to physically visiting a store (Dholakia & Uusitalo, 2002: 467).

Online shopping provides many advantages such as low prices in general, ease and convenience for the consumers, opportunity to shop 7 days 24 hours a week and a wide variety of products in contrast to the crowdedness of the stores and waiting in line problems in traditional shopping environments (Algr & Cengiz, 2011: 3702).

Despite the wide variety of choices regarding purchasing goods and services the internet provides the consumers, it is not easy for consumers to go beyond their traditional habits. Face to face relationship has a great impact in the persuasion process, especially in the marketing of a product which appeals to emotions and motives (Rines, 1996: 69). On the other hand, as the internet has advantages like abolishing the distance between the buyer and the seller, convenience in product selection, it also has some risks. Determining these risks which have an effect on the purchasing decisions of consumers is quite essential (Cesur & Tayfur, 2015: 16).

Research shows that on top of these perceived causes are security concerns regarding credit cards (Saydan, 2008: 23), concerns regarding the possession of credentials (Thompson & Teo, 2002: 260), the will to touch and try the product, to see the real size of the product, the delivery period to be long (Algr & Cengiz, 2011: 9) and the low access speed caused by computers and service carriers (Kim & Lim, 2001: 150).

It has been seen in the literature review that hedonic and utilitarian purchasing values (nal & Ceylan: 2008; Akturan: 2010; Erginkaya & Ozansoy: 2010; Dođrul: 2012; ifti, zer & Koak: 2011; Yıldırım: 2012; Aydın: 2010; Erkmen & Yksel: 2008; Kop: 2008; zdemir & Yaman: 2007; Ceylan: 2007; Altunışık & allı: 2004; Sarkar: 2011) Deli-Gray, Gillpatrick, Marusic, Pantelic &

Kuruvilla: 2010; Ballantine, Jack & Parsons: 2010; Arnold & Reynolds: 2003; Babin et al.: 1994; Chiang & Dholakia: 2003; Childers, Carr, Peck & Carson: 2001; Kim & Hwang: 2006; zdemir: 2007) and perceived risks and benefits in online shopping (Yenieri, Yarař & Akın: 2012; Aksoy: 2006; Crespo, Del Bosque & Salmones Sanchez: 2009; Dollin, Dillon, Thompson & Corner: 2005; Forsythe & Bo: 2003; Hor-Meyll & Motta: 2008; Koski: 2004; Rhee: 2007; San Martin, Camarero, Hernandez & Valls: 2007; Saydan: 2008; Weber & Milliman: 1997; etin & Irmak: 2014; Algr & Cengiz: 2011; Yarař, Yenieri & Zengin: 2009; Cesur & Tayfur: 2015; Bhatnagar & Sanjoy: 2004; İli & Aslan: 2008; Hassan, Kunz, Pearson & Mohamed: 2006; Zheng, Favier, Huang & Coat: 2012; Yıldırım & engel: 2012) have been separately discussed and not many researches have been encountered examining their effect on each other.

2. THE PURPOSE OF THE RESEARCH AND HYPOTHESIS

The purpose of the research is to determine the effect of consumers' hedonic and utilitarian shopping values on the perception of risks and benefits in online shopping. The following hypotheses have been formulated for this purpose:

H1: Consumers' hedonic and utilitarian consumption values vary according to their socio-economic and demographic characteristics. (Partially accepted)

- a. Consumers' hedonic and utilitarian consumption values vary according to their gender. (Accepted)
- b. Consumers' hedonic and utilitarian consumption values vary according to their ages. (Rejected)
- c. Consumers' hedonic and utilitarian consumption values vary according to their education level. (Rejected)
- d. Consumers' hedonic and utilitarian consumption values vary according to credit card usage. (Accepted)

H2: Consumers' perception of online shopping risks and benefits vary according to their socio-economic and demographic characteristics. (Partially accepted)

- a. Consumers' perception of online shopping risks and benefits vary according to their gender. (Rejected)
- b. Consumers' perception of online shopping risks and benefits vary according to their education level. (Accepted)
- c. Consumers' perception of online shopping risks and benefits vary according to their income level. (Rejected)
- d. Consumers' perception of online shopping risks and benefits vary according to credit card usage. (Rejected)
- e. Consumers' perception of online shopping risks and benefits vary according to online shopping status. (Accepted)

H3: A positive relationship exists between consumers' utilitarian shopping values and perception of benefit in online shopping. (Accepted)

H4: A negative relationship exists between hedonic shopping values and the perception of benefit in online shopping. (Rejected)

H5: A positive relationship exists between consumers' utilitarian shopping values and the perception of risk in online shopping. (Rejected)

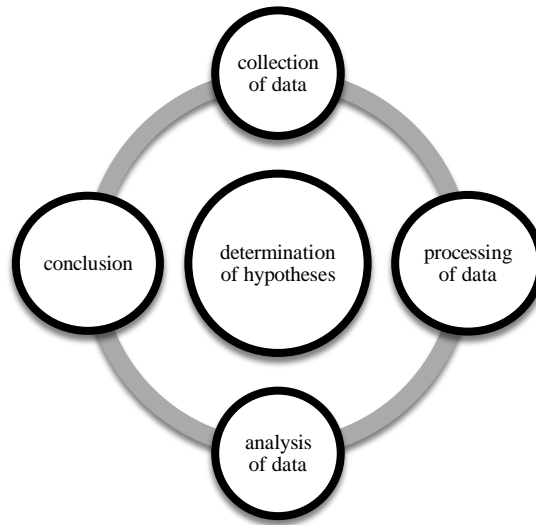
H6: A positive relationship exists between consumers' hedonic shopping values and the perception of risk in online shopping. (Rejected)

3. METHODOLOGY

The research used a web survey questionnaire to assess impact of utilitarian and hedonic shopping values of consumers' perceived benefits and risks of online shopping. The perception of risk and benefit in online shopping and hedonic and utilitarian consumption values have been used as variables in this study.

3.1. Data Collection Tools

The research data has been gathered between the dates 23.12.2015 –01.03.2016. The population of this research is a consumer group composed of 336 people that have taken part voluntarily in the online research survey. Qualitative and quantitative data collection methods have been used in this research. In order to gather the research data, a three-part survey form has been used. Information on the purpose of the research and terms of participation have been stated at the beginning of the survey, indicating the attendants that participation is voluntary and based on secrecy and which does not require them to submit any credentials. Survey responses (n=366) were entered into an SPSS 15 file without respondents' personal identifiers. Before applying the factor analysis, in order to test the sample size efficiency, the Kaiser-Mayer-Olkin value has been calculated, and the Bartlett test has been conducted to determine whether the factor analysis could be applied to the data. The factor analysis conducted for the scale confirms that the scale consists of two dimensions (KMO=0.895; Bartlett's test $p < 0.001$). Test results show that the data are suitable for factor analysis.



3.2. Scale of Perceived Risks and Benefits in Online Shopping

In the measurement of consumers' perception of risks and benefits in online shopping, the consumers have been applied the "Scale of Perceived Risks and Benefits in Online Shopping" developed by Forsythe et al (2006). The scale is comprised of a total of 32 items, 16 items to evaluate the perception of risk and 16 items to evaluate the perception of benefit. It is a five-point Likert scale which the participants reply each statement with ratings varying between "strongly agree" and "strongly disagree". The scale has been marked as; 4-strongly agree, agree, undecided, disagree, 0- strongly disagree. Validity and reliability tests for the scale have also been carried out in the Turkish sample.

After removing the items with low factor loading values, the Cronbach's alpha value has been calculated using 13 items from the risk dimension and 11 items from the benefit dimension.

With the risk perception sub-dimension factor loadings varying between 0.61-0.80, and benefit perception sub-dimension factor loadings varying between 0.56-0.79, all values are within the admissible limits.

The factor loading of each item ranged between 0 and +1. The Cronbach's alpha values calculated for the scale (0.879 for the risk dimension; 0.897 for the benefit dimension) indicate that the scale has internal consistency (Bykztrk, 2002, p. 480).

3.3. Hedonic/Utilitarian Consumption Scale

In the measurement of consumers' hedonic and utilitarian consumption values, the "Hedonic/Utilitarian Consumption Scale" developed by Babin et al. (1994) has been applied. The scale is comprised of 2 dimensions and a total of 16 items; 11 items to evaluate the consumers' hedonic consumption values and 5 items to evaluate the utilitarian consumption values. The participants have been requested to reply each statement with a five-point ranking varying between "strongly agree" and "strongly disagree". The scale has been marked as 4- strongly agree, agree, undecided, disagree, 0- strongly disagree.

After removing the one item with low factor loading values in the utilitarian consumption dimension, the Cronbach's alpha value has been calculated. The hedonic consumption sub-dimension factor loadings vary between 0.70-0.84, and utilitarian consumption sub-dimension factor loadings vary between 0.35-0.69. The Cronbach's alpha values calculated for the scale (0.715 for the utilitarian dimension; 0.939 for the hedonic dimension) indicate that the scale has internal consistency.

Permission to use the measuring instruments has been requested from their developers or researchers who have made adaptations before their application in the study.

3.4. Characteristics of Sample

The percentage and frequency distribution regarding the consumers' personal features who have participated in the study have been shown in Table 1. According to this, %37,4 of the consumers are women, %62,6 of them are men; %51 of them are between the ages of 26 and 35 and the majority (%68) of them are college graduates; and with close ratios, the majority of them have a household income of 2500-5000 TL. The credit card ownership rate is %92, 9 and approximately half of the consumers (%45, 6) have one credit card. The rate of consumers with monthly online spending below 2500 TL has been found to be %30, 6 and the rate of consumers who do not have unpaid credit card debt has been found to be %80. While the online shopping rate is %71, 6, virtual card ownership rate is %32, 8. The majority of consumers (%74, 6) shop online for less than 500 TL and make the payment mostly (%74, 4) with a credit card (Table 1).

Table 1. Characteristics of Sample

Variables		n	%	Variables	n	%	
Gender	Woman	137	37.4	Unpaid Credit Card Debt	None	272	80.0
	Man	229	62.6		Less than 500 TRY	20	5.9
Age	25 and under	40	10.9		500-1000 TRY	11	3.2
	26-35	188	51.4		1000-1500 TRY	3	.9
	36-44	92	25.1	More than 1500 TRY	34	10.0	
	45 and over	46	12.6	Virtual Card Ownership	No	246	67.21311
Education Level	High school and under	19	5.2		Yes	120	32.78689
	University	249	68.0	The Number of Virtual Credit Cards	1	100	83.3
	Master/PhD	98	26.8		2	13	10.8
Household Income	2500 TRY and under	50	13.7		More than 2	7	5.8
	2500-5000 TRY	124	33.9	Online Shopping Status	No	104	28.4
	5000-7500 TRY	113	30.9		Yes	262	71.6
	7500 TRY and over	79	21.6	Online Shopping Frequency	Once a month	62	23.7
Credit Card Ownership	No	26	7.1		Twice a month	39	14.9
	Yes	340	92.9		More than 2 times per month	63	24.0
The Number of Credit Cards	1	155	45.6		Last 1 year	25	9.5
	2	122	35.9		Last 3 months	73	27.9
	More than 2	63	18.5	The Amount of Online Shopping	Less than 500 TRY	196	74.8
The Amount of Monthly Credit Card Spending	Less than 1000 TRY	96	28.2		More than 500 TRY	66	25.2
	1000-1500 TRY	65	19.1	Preferred Method for Online Shopping	Bank Transfer	7	2.7
	1500-2500 TRY	75	22.1		Pay at the door	14	5.3
	More than 2500 TRY	104	30.6		Credit card	195	74.4
					Virtual card	46	17.6

3.5. Demographic and Socio-Economic Variables

This study involved information about the participants' personal characteristics such as gender, age, education level, household income, credit card ownership, credit card number, the amount of monthly credit card spending, unpaid credit card debt, virtual credit card ownership, virtual credit card number, shopping online, the frequency of shopping online, the amount of monthly online shopping spending, and the preferred payment method in online shopping.

3.6. Data Analysis

The data normality has been examined with the Kolmogorow-Smirnov test. In situations where the normality assumption has been settled, *T*-tests have been applied for the comparison of two independent groups, and one-way ANOVAs have been applied for the comparison of more than two groups. In situations where the normality assumption could not be settled, the Mann Whitney U test has been applied for the comparison of two independent groups and Kruskal Wallis H Test Analysis has been applied for the comparison of more than two independent groups. When the F-test indicated significantly (.05) mean differences by variables, the Scheffe multiple comparison tests was used to isolate the specific between-category means that were significantly different. The margin of error has been taken as 0.05 in all statistical analysis.

3.7. Findings

The point averages for the consumers evaluated as part of the research has been settled as 32.60 for perceived benefit in online shopping, the risk point average is 30.15, hedonic consumption point average is 17.77 and utilitarian consumption point average is 10.63 (Table 2).

Table 2. Descriptive Statistical Values Regarding Scale Sub-Dimensions

Sub-dimensions	Minimum	Maximum	Average	Std. Deviation
Perceived Benefit	6.00	44.00	32.60	7.56
Perceived Risk	7.00	52.00	30.15	8.59
Hedonic Shopping Values	0.00	44.00	17.77	9.79
Utilitarian Shopping Values	0.00	16.00	10.63	2.07

According to Table 3, the difference between point averages of the benefit and risk perceptions of men and women consumers in online shopping and utilitarian consumption has not been found statistically significant. The difference between hedonic consumption point averages between men and women consumers has been found statistically significant ($p < 0.05$) ($p = 0.001 < 0.05$). The point average of hedonic consumption for women consumers is higher compared to men consumers.

While the difference between the point averages of hedonic and utilitarian consumption according to the consumer ages is not statistically significant, the difference between the point averages of consumer perception of benefit and risk in online shopping is statistically significant ($p < 0.05$). As the perception of benefit is higher, the risk perception is lower in consumers aged 25 and under compared to individuals within the age range of 45 and over. The perception of benefit decreases as the risk perception increases with age.

A statistically significant difference ($p < 0.05$) has been found between the point averages of consumers' perception of benefits and perception of risks in online shopping according to their educational degrees. While the perception of benefit is higher for consumers that have a graduate degree their risk perception is lower compared to individuals who have college, high school and lower degrees. In other words, as the consumers' perception of benefit in online shopping increases with their educational level, their perception of risk decreases. A statistically significant difference has not been found between the consumers hedonic and utilitarian consumption point averages according to their education level.

The difference between the consumers' perception of benefit and risk and hedonic and utilitarian consumption point averages has not been found statistically significant according to their income levels ($p < 0.05$).

The point averages for the perception of benefit in online shopping and utilitarian consumption for credit card owner consumers and those who do not own credit cards; do not show a statistically significant difference. Put it differently, the perception of benefit in online shopping and utilitarian consumption behavior are not related to credit card ownership. In spite of this, the difference between the point averages of risk perception in online shopping and hedonic consumption are statistically significant ($p < 0.05$). The risk perception and hedonic behavior of credit card owners are lower than consumers who do not own a credit card.

The difference between the point averages of consumers' perception of benefit and risk in consumers who shop online and those who do not, is statistically significant ($p < 0.05$). While the perception of benefit in online shopping is higher in consumers who shop online compared to those who don't, their risk perception is lower. In contrast, the point averages of consumers' hedonic and utilitarian consumption do not show a statistically significant difference in the case of online shopping.

Table 3. The Relationship Between Online Shopping Risk/Benefit Perception and Hedonic/Utilitarian Consumption Values via Some Demographic Variables

Independent Variables		Perceived Benefit	Perceived Risk	Hedonic Shopping Values	Utilitarian Shopping Values
Gender	Woman	32.70±7.82	30.65±8.90	23.61±9.77	10.44±1.90
	Man	32.55±7.41	29.85±8.40	14.28±7.98	10.74±2.17
	p value	0.85	0.388	0.001	0.174
Age	25 and under	33.55±7.58	28.86±7.79	20.50±11.19	10.72±2.11
	26-35	32.92±7.15	29.60±8.81	18.13±9.70	10.53±2.21
	36-44	31.80±7.611	31.55±8.17	16.77±8.85	10.68±1.80
	45 and over	30.04±8.02	33.74±8.72	15.94±10.32	10.85±1.99
	p value	0.024	0.007	0.115	0.773
Education Level	High School and under	29.79±6.60	34.58±7.69	19.58±10.76	9.68±2.01
	University	32.18±7.56	30.46±8.55	17.58±10.05	10.71±2.14
	Master/PhD	34.20±7.46	28.50±8.53	17.91±8.96	10.60±1.86
	p value	0.02	0.011	0.684	0.113
Household Income	2.500 TRY and under	31.94±8.01	32.18±10.01	18.78±10.42	10.62±2.08
	2500-5000 TRY	32.69±7.55	30.58±8.44	19.17±10.91	10.55±2.46
	5000-7500 TRY	32.44±8.12	30.21±8.75	16.89±9.28	10.56±1.81
	7500 TRY and over	33.13±6.46	28.08±7.28	16.17±7.84	10.85±1.74
	p value	0.841	0.053	0.107	0.762
Credit Card Ownership	Yes	32.73±29.84	29.84±8.65	17.47±9.68	10.64±2.07
	No	30.85±5.94	34.11±6.69	21.73±10.55	10.58±2.08
	p value	0.219	0.014	0.032	0.744
Shopping Online	Yes	34.79±6.39	27.56±7.88	17.79±9.73	10.77±1.99

	No	27.08±7.47	36.64±6.67	17.71±9.99	10.27±2.22
	p value	0.001	0.001	0.942	0.057

The correlation values between the subscales have been given in Table 4. As can be seen in the table, there is a negative, statistically significant, moderate relationship between the consumers' perception of benefit and risk in online shopping. In other words, as the perception of benefit increases, there is a decrease in the risk perception. There is a positive, statistically significant, low-grade relationship between perception of benefit in online shopping and hedonic and utilitarian consumption ($p < 0.001$).

Table 4. Correlation Analysis Results Regarding Perception of Risk/Benefit in Online Shopping and Hedonic/Utilitarian Consumption Values

Sub-Dimensions	Perceived Benefit	Perceived Risk	Hedonic Shopping Values	Utilitarian Shopping Values
Perceived Benefit	1.000	-0.428	0.200	0.214
Perceived Risk	-0.428	1.000	-0.028	-0.101
Hedonic Shopping Values	0.200	-0.028	1.000	-0.068
Utilitarian Shopping Values	0.214	-0.101	-0.068	1.000

Two regression models have been estimated. The results regarding the regression analysis formed on the consumers' perception of benefit and risk in online shopping, utilitarian consumption and hedonic consumption score values have been given in the following tables. In the first regression model, perceived benefit was regressed on utilitarian and hedonic factors.

The model is seen to be statistically significant ($p < 0.001$). The Durbin-Watson test results show that there are no autocorrelation problems. The regression analysis results indicate that both hedonic and utilitarian consumption have a positive effect on the benefit perception in online shopping.

Dependent Variable: Perceived Benefit	β_j	Std. Er.	t	p
Constant	20.816	2.138	9.735	<0.001
Hedonic Consumption	0.166	0.039	4.288	<0.001
Utilitarian Consumption	0.832	0.183	4.549	<0.001
R square= 0.092, Durbin-Watson=2.058, F=18.301, $p < 0.001$				

In the second regression model, perceived risk was regressed on utilitarian and hedonic factors. Because the model is not statistically significant, the acquired parameter estimate values have not been interpreted ($p = 0.125 > 0.05$).

Dependent Variable: Perceived Risk	β_j	Std. Er.	Beta	t	p
Constant	35.241	2.537		13.893	0.000
Hedonic Consumption	-0.031	0.046	-0.035	-0.678	0.498
Utilitarian Consumption	-0.427	0.217	-0.103	-1.970	0.050
R square= 0.011, Durbin-Watson= 1.964, F=2.089, p=125					

4. DISCUSSION AND RESULTS

With the more frequent use of the internet, the rapid spread of electronic shopping and the trade volume increasing day by day; the web environment has come to be seen as a great market, an alternative distribution channel and a competition and productivity element which businesses cannot ignore. This increasing significance has brought the necessity to discover the factors affecting electronic shopping behavior (Doğrul, 2012, p. 321). Online shopping, while providing both consumers and businesses with new opportunities, has become more of an issue for businesses in terms of knowing the motives that drive consumers to shop online instead of traditional shopping and factors that are effective in the consumers' adaptation to new technology. It is an undeniable fact that there are certain factors that motivate consumers during shopping. In this context, the relationship between the consumers' benefit and risk perceptions in online shopping and the values that motivate them to buy with these perceptions is an issue of concern. Examining the results of this study in which the relationship between the consumers' hedonic and utilitarian shopping values and the perception of risk and benefit in online shopping are analyzed, it has been revealed that women are more hedonic consumers compared to men. This finding which indicates that hedonic consumption varies depending on gender is parallel to the research findings of Özgüven (2012), Kkrcer (2011), Aydın (2010), zdemir & Yaman (2007), Altunışık & allı (2004), Arnold & Reynolds (2003), Chang (2001), Babacan (2001), Scherhorn, Reisch & Raab (1990).

Studies conducted towards consumers' hedonic consumption values indicate that the subject is coming to be of more significance in order to define the motives which affect the consumers' visit to stores or web sites (To, Liao & Lin 2007, p. 775).

For this reason, the findings of this research carry a corroborative importance for previous research in terms of marketing, especially since they are decisive among marketing activities directed to women, and draws attention to devise online shopping sites especially in accordance with hedonic consumption elements.

Because the motives which can affect the consumer assessment of the products, also bring the consumers to the place and point where they are going to shop. Therefore, shopping motives can also be defined as the consumers' will and need the choice of a retailer (Noble, Griffith & Adjei, 2006).

This study has found that the consumers' hedonic and utilitarian consumption does not vary according to age. None the less, it has been found that the consumers' perception of benefit and risk in online shopping has a statistically significant change with age. The risk perception increases with age, as the benefit perception decreases. This result shows compatibility with the research results conducted by Dođan, Grlcr & Ađcadađ (2014), Fettahhođlu et al. (2014), Gler (2013), zgl (2011), Saydan (2008).

The research results indicate that as the level of education increases, consumers' perception of benefit in online shopping increases, but the risk perception declines. This discovery is to be supportive of Dođan et al. (2014) and Adıgzel's (2010) research on the matter.

The risk perception in online shopping and hedonic consumption behavior of credit card owners are lower than consumers who do not own credit cards. This result is coherent with the research results of Erkmn & Yüksel (2008).

As a result of the correlation analysis, a negative relationship between the consumers' benefit perception and risk perception in online shopping, and a positive relationship between benefit perception in online shopping and hedonic and utilitarian consumption values has been discovered.

The regression analysis showed that the impact of the utilitarian factor on perceived benefit was positive, as expected. However, while it was expected to find a negative relationship between hedonic factors and perceived benefit from online shopping, a positive relationship has been discovered. This result can be interpreted as to say that perceived benefit in online shopping triggers the consumers who act on both hedonic and utilitarian consumption motives and motivates the consumers towards online shopping. For this reason, in order to be able to attract the interest of consumers and direct them to electronic shopping, it is beneficial for both businesses and consumers to organize the electronic shopping environment to be easy, convenient, to have easy access to information and to provide an opportunity for a price, quality and brand match for both utilitarian and hedonic shoppers; while making the environment fun with various use of interactive elements such as colors, music, games and animations.

As businesses increase their profit, consumers will save money, time and energy, and purchase the goods or services best fit for their needs at the quality they want, at the best price. In the research conducted by Sarkar (2011) however, while a positive relationship between utilitarian shopping factors and perceived benefit in online shopping has been discovered, a negative relationship has been found between hedonic shopping factors and perceived benefit in contrast to this research. The difference between research results can be caused by cultural differences. But, in order to be able to put forth clear results regarding the issue, it would be useful to perform different studies on larger sample groups with face to face data collection.

While it was expected for hedonic and utilitarian motives to have a positive relationship with risk perception in online shopping, no such relationship has been discovered as a result of the regression analysis. Put it differently, the fact that consumers have hedonic or utilitarian motives does not affect their risk perception in online shopping. In this case, H5 and H6 hypothesis have been rejected.

In many studies conducted in Turkey on online shopping, it has been determined that the consumers' most important concern in online shopping is security and especially concerns in sharing credit card information and credentials (Uzel & Aydođdu, 2010; Algür & Cengiz, 2011). This situation forms the opinion that risk perception in online shopping has an effect on the online shopping behavior of consumers acting on both hedonic and utilitarian motives. Therefore, the detailed examination of the issue on different sample groups is beneficial for the confirmation of the results.

In general, the research results can be interpreted to indicate that; whether with hedonic or utilitarian motives, consumers tend to focus on the benefits of online shopping more than the risks generated from it in their online shopping behavior, the perceived risks are independent of the consumers' hedonic or utilitarian actions, but are significant for both consumer groups. However, in order to set forth clear conclusions on the matter, to generalize and confirm the results, it would be beneficial to reiterate the research on the basis of product, with different and broader sample groups and face to face interviews.

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