CHAPTER 2

THEORETICAL FOUNDATION

Looking at the previous research entitled: Apparel product attributes, web browsing and e-impulse buying on shopping websites (Park, Kim, Funches and Foxx, 2011) the research has a particular field that they are trying to define and discuss further knowledge about all variables that are related in the research. As this research contain many variables of analysis, therefore it is best to structure this part of literature review by each term and activity involved during an online shopping experience and how it will eventually could brings up many consideration by looking through the product attributes and influence people to make a purchase at the very end. As this research is a replication and continuation of the previous research, therefore references are added completing the previous findings.

2.1 Customer Motivation for Apparel Web Browsing

The first stage of online shopping, which is web browsing, involves consumers skimming for information and making choices via the Internet (Park EJ, et al, 2011). This external information gathering is an activities that could determine consumers whether they would like to purchase or not purchase the products through the internet. Since a long time ago, researchers have studied how consumers use multiple information sources to arrive at a purchase decision (Cheema and Papatla, 2010).
This purchase decision are depending on consumers intention, if they are browsing for utilitarian or hedonic intention since this two motivations usually leads the shopping activities. So, there are several terms and condition where shopping activity which based on utilitarian or hedonic motive can occur during web browsing. On the following page, there will be more explanations about both of the basic two theories, utilitarian and hedonic.

### 2.1.1 Utilitarian Motivation

Looking at the utilitarian perspective, the shopping motivation is to procure the product or to complete the mission only (To, Liao, and Lin, 2007). For example, utilitarian value may result from a situationally involved consumer collecting information out of necessity rather than recreation and utilitarian value is related to a consumer's perception about whether a purchase task is useful and efficient (Babin, Dardin, and Griffin 1994).

As following the instrumental or utilitarian goal-directed factor, it portrays the consumer thoughtfully by looking at the evaluation and consideration of product information before buying something, compared to the hedonic aspect or the pure enjoyment and fun of the shopping experience (Babin et al, 1994).

Based on previous research (Irani and Hanzaee, 2011), there is a statement mentioned by Hirschman (1984) which explained that all shopping experiences involved the stimulation of thoughts and/or senses and that they accordingly may be viewed as a process that gives a person with cognitive (utilitarian) and affective (hedonic) benefits.
More specifically, tangible attributes of goods and services give input to cognitive process and is closely related to assessments of utilitarian value. Therefore, a consumer receives utilitarian shopping value when they get the product that they needed, and this value increases as the consumer obtains the product more effortlessly (Babin et al, 1994).

Since browsing are more effortless and easier rather than going around coming to a real store, there would be a strong connection between utilitarian motivation behind utilitarian browsing for internet shopping. As also being mentioned by Overby and Lee (2006), the real concern of a web browsers is the purchase of products in an efficient and timely manner in order to achieve their goals and price savings and convinience with minimum effort.

2.1.2 Hedonic Motivation

Hedonic browsing, are more focusing on fulfilling the hedonic motivation that refers to fulfill consumption behaviors in order to search for happiness, fantasy, awakening, sensuality, and enjoyment. The benefit of hedonic motivation is experiential and emotional for the customer (To et al, 2007). Then on the online context, hedonic value stands as an overall assessment of experiential benefits and sacrifices as said by Overby and Lee (2006) and focuses on the entertaining or emotional benefits the online shop brings (as cited in Chang and Tseng, 2011).
In fact, recreational shoppers likely expect high levels of hedonic value. Kim and Shim (2002) suggest that consumers who go online to shop are not only doing it for gathering information and purchasing products, but they also try to satisfy the needs of experience and emotion, which shows that online shoppers are like shoppers in the real world since they pursue utilitarian as well as hedonic value (as cited in To et al, 2007).

Inside the retailing environment, the generation of a positive emotional experience for an audience/target market can entertain and create enjoyment so it creates value that is hedonistic in nature (Hoffman and Novak, 1996; Cheng, Wang, Lin, and Vivek, 2009). While consumers browsing online take pleasure in seeking information about a wide array of products regardless of whether they make a purchase (Rowley, 2001; Smith and Sivakumar, 2004; Park EJ et al, 2011), this statement are supported by the previous study that in general, shopping can provide hedonic value in many ways through with or without any purchasing activities (Babin et al, 1994).

This statement really supports the motivation behind hedonic web browsing activities, that would probably offers the enjoyment of looking and searching for products without doing a transaction at the end of the day.
2.1.3 Utilitarian vs Hedonic Motivation

An in-depth research from Koski (2004) has compiled several studies from previous research about the differences between these two motivations that exist and influence the consumer behavior in the online context or internet shopping.

Based on the research, traditionally, online shopping has been seen as a rational behavior, where efficiency, price comparisons, and information are playing such a significant role (LaRose and Eastin, 2002). However, currently it is acknowledged that consumer online behavior is very much more complicated rather than just following the rational approach.

Hence, a more experiential side to online behavior has been introduced (Novak, Hoffman, 2003). In a table below created by Hoffman, Novak, and Duhacheck (2003), there are some main differences between an experiential and goal-directed behavior and what factors that influence such motivations (as cited in Koski, 2004, p 27).

<table>
<thead>
<tr>
<th>Goal-directed</th>
<th>Experiential</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extrinsic motivation</td>
<td>Intrinsic motivation</td>
</tr>
<tr>
<td>Instrumental motivation</td>
<td>Ritualized orientation</td>
</tr>
<tr>
<td>Situational involvement</td>
<td>Enduring involvement</td>
</tr>
<tr>
<td>Utilitarian benefits / value</td>
<td>Hedonic benefits / value</td>
</tr>
<tr>
<td>Directed (prepurchase) search</td>
<td>Nondirected (ongoing) search; browsing</td>
</tr>
<tr>
<td>Goal-directed choice</td>
<td>Navigational choice</td>
</tr>
<tr>
<td>Cognitive</td>
<td>Affective</td>
</tr>
<tr>
<td>Work</td>
<td>Fun</td>
</tr>
<tr>
<td>Planned purchases; repurchasing</td>
<td>Compulsive shopping; impulse buys</td>
</tr>
</tbody>
</table>

Figure 2.1 Distinctions between goal-directed and experiential behavior (Novak et al, 2003, p 4)
From the table, it has a clear distinction between two motivation that could affect people browsing behavior on the internet environment and it shows a clear differentiation of factors that could influence both utilitarian (goal directed) or hedonic (experiential) browsing. This findings are also supported by Moe (2003) that come up with different shopping behavior that proposed, as shown on the next page.

<table>
<thead>
<tr>
<th>Purchasing horizon</th>
<th>Search behavior</th>
</tr>
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<tbody>
<tr>
<td>Immediate</td>
<td>DIRECTED BUYING</td>
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<tr>
<td>Future</td>
<td>SEARCH/DELIBERATION</td>
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<tr>
<td>Future</td>
<td>KNOWLEDGE BUILDING</td>
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</tbody>
</table>

**Figure 2.2 Typology of shopping behavior adapted from Moe (2003)**

As Moe (2003) has concluded, that there is a connection between hedonic browsing and the impulse buying effects while directed search behavior (utilitarian) are more affecting in information gathering with planned purchase decision for the future.

From the table above, it is clear that search behavior for web browsers are divided into two main characteristics, which is exploratory and directed. As we emphasize on exploratory and immediate purchase (most likely equal to impulse buying), this table explains there is a connection between both actions. Then, according to the table, knowledge building are the result of exploratory search behavior that has a future orientation purchasing horizon which means information is really important in exploratory search behavior and gives insight for future purchasing references.
As for the directed (utilitarian) search behavior, all buying activities are already moving in the same direction and all immediate purchasing horizons are only supporting the directed buying by people with utilitarian motives. For future purchasing activity, it is based on organized and planned purchase activity so all directed browsing activity are just an additional search activity to support the plan. This table helps to distinguished between the two main contrast activities and motives of web browsers, therefore it helps to clear out the definition of each terms in this study afterwards.

2.2 Apparel Product Attributes

Through another findings, various cues of product attributes such as price, sensory aesthetics, selection, and visual elements influence web browsing for both utilitarian (i.e., goal-directed) and hedonic (i.e., experiential, mood) purposes (Novak et al, 2003; Rowley, 2001; Park EJ et al, 2011) are being analyze to know if these factors can be fulfilled in order to influence web browsers decisions to shop online. As Naveen (1999) has mention, web browsers are typically more risk averse than online purchasers. Lee and Lee (2010) and Lepkowska-White (2004) also added that the perceived lack of product information hinders their (web browsers) conversion into Internet purchasers (as cited in Park EJ et al, 2011).
Especially knowing, based on the study by Bhatnagar (2000) it was found that fashion products such as apparel and cologne were perceived a greater risk than books and software in the Internet shopping. Although touching, feeling, and proper fitting are important factors in purchasing apparel products, material or size inspection cannot occur prior to purchase (Khakimdjanova and Park, 2005).

While the abundant availability of product and price-related information as well as the variety of product choices available on the internet are another benefit that draws consumers to online shopping (Kukar-Kinney, Ridgway, and Monroe, 2009). Accordingly, researchers emphasize variety of selection, price or promotions, and sensory attributes as key in encouraging apparel purchase intentions via the Internet (Park EJ et al, 2011). Furthermore, this study focus on investigating the attributes on that affects web browsing that will be reviewed as following the previous study.

2.2.1. Variety of selection

Based on the literature on online shopping typologies, there are several motives that stating customers have the tendency to seek variety (e.g., Raju, 1980; McAlister and Pessemier, 1982; Menon and Kahn, 1995) and the desirability of immediate possession (e.g., Alba et al., 1997) may also be motives for shopping (as cited in Rohm and Swaminathan, 2004).
Therefore, it supports the original reason of online buyers which are more likely to enjoy browsing websites with a wide selection because they tend to be variety-seekers. In the online context, the ability to compare shop could increase variety-seeking behavior since the access are easy for most people, therefore, variety seeking is likely to be a significant motive in the online context (Moe, 2003; Rohm & Swaminathan, 2004).

In addition, encountering a variety of items enhances shopping efficiency by increasing access to comparable items and enabling better product choice through extended browsing on the Internet (Park ET al, 2011). Shoppers who search for clothing to purchase from home may engage in a number of browsing activities to seek information in order to cope with perceived risk (Khakimdjanova and Park, 2005).

However, due to convenience, good price and product variety, consumers used Internet for product purchasing as well as information search (Beaudry, 1999; Malmarugan, 2008). Benefits that are less functional but more hedonic can also be sought through online shopping.

For example, acknowledging the social and emotional values provided by online shopping, many researchers have addressed the entertainment aspects of online browsing and purchasing activities (Kwon & Noh, 2010).

From the literature it can be concluded that the variety of selection tend to increase both utilitarian and hedonic browsing for apparel products, therefore it is important to pay attention to this particular attribute.
2.2.2. Price

Finally, online shopping allows consumers to compare numerous alternatives and substitute products under a certain category, thereby encouraging greater price competition even for goods in limited supply (Kwon & Noh, 2010).

Price-sensitive consumers are generally rational and logical shoppers who emphasize utilitarian shopping benefits (Lee et al, 2009). According to Lepkowska-White (2004) suggests that retailers can attract online bargain hunters with visible selection, discounts, and special promotions (e.g., incentives and free gifts). Price is the top attraction for online shoppers, followed closely by shipping costs (as cited in Park EJ, 2011).

The convenience, time-saving aspects, and product-matching features of online markets can boost consumer motivation to search for price information, indicating that consumers are becoming more price-sensitive (Moon, Chadee, & Tikoo). Price sensitivity is an individual difference variable describing how individual consumers react to price levels and changes in price levels.

A consumer high in price sensitivity will manifest much less demand as price goes up (or higher demand as price goes down), and consumers low in price sensitivity will not react as strongly to a price change (Irani and Hanzae, 2011).

So by increasing the usability and perceived depth of online information can reduce price sensitivity. Consumers who focus on utilitarian factors like convenience and time savings tend to care less about low prices in e-shopping. However, many online purchases stem from browsing and price promotions (Park EJ et al, 2011).
Park EJ (2011) also conclude that hedonic shopper exhibit more sensitivity to price information, and it is very important to determine hedonic browsing. Online shopper are also less price conscious rather than traditional shoppers because they are trying to fulfill their needs and not for bargains. Therefore, price could become a factor in influencing the hedonic or even the utilitarian web browsing activities.

### 2.2.3. Sensory attributes

Malmarugan (2008) stated that despite improvements, online apparel shopping is still avoided, due to the inherent nature of the absence of sensory experience and physical inspection (e.g., fitting, touching). A research by Jupitor’s found that 85 percent of the women online purchasers avoided buying apparel because of the inability to try an item on for size or fitting. About 58 percent of the women also complained about not being able to see the items well enough to examine the fabric and garment details (as cited in Khakimdjanova and Park, 2005).

Based on the research from Park EJ et al, (2011) and also according to Rowley (2001), female browsers want to collect information about seasonal colors and styles in clothes shopping before making a purchase.
A well-developed website providing aesthetic product attributes (e.g., color, design, style) affects whether consumers just browse or search for information. Based on previous research (Bei et al., 2004; Kim and Knight, 2007; Park and Stoel, 2002; Watchravesringkan and Shim, 2003), consumers often want to acquire full information before purchasing specific products (e.g., clothing, jewelry, or accessories) with sensory attributes, such as color, design, fabric, and fit (as cited in Park EJ, 2011).

On the other hand, consumers who use hedonic search strategies are likely to be unfamiliar with their shopping environment thus they would be proceeding more slowly and valuing environmental sensory stimulation. They would have higher tendency to make impulsive purchases (Guiterrez, 2004). After reading the literature, customer are most likely to look through the product information about sensory attributes over the shopping website.
2.3 Purchase decision for buying apparel

Purchase decision that will be discussed in this study will be more directly into the e-impulse buying behavior. Although online-shopping lacks certain tactile features that positively influence impulsive buying in a traditional way, online impulsive buying is indeed present (LaRose, 2001). According to Madhavaram and Laverie (2004) several stimuli that are responsible for online impulse purchases can be identified such as images of the product, banner advertisement types, price and special offers. When a sense of excitement is created by the website, consumers are less able to control themselves and their shopping behavior (de Kervenoael, O.Aykac, and Palmer, 2009). Taken from the previous study by Park EJ et al (2011), when people are buying on impulse they usually make an unintended, unreflective, and immediate purchase, and often feel a calling to buy the product. They suggest emotions, low cognitive control, or spontaneous behavior in the proximity of an appealing object activate impulse buying and such purchases may occur largely without regard to financial or other consequences. Irrational emotional attractions often affect apparel purchases, making them one of the most common impulsively purchased items online.

To generalize the context of impulse buying for this research, definition that would suits this study are from previous study (Rook & Fisher, 1995; Pentecost & Andrews, 2010), that identify this impulsiveness as a consumer’s propensity to buy spontaneously, unreflectively and immediately, which will be applied to the internet context for this study.
2.4 Hypothesis Development, Dimension and Variable Relations

From the literature review, a hypothesis development are being conducted in order to see the connection between each dimensions variables such as apparel product attributes, web browsing and e-impulse buying on the shopping websites.

Each hypotheses are being analyzed in order to see the right positive or even negative implications, since there are two different mediating variables which are utilitarian and hedonic browsing that might alter each apparel product attributes variable and the final customer purchase decision (in this case impulse buying).

To make it more understandable, it will be explained once again about each dimension and variable that will become the concern of this study. First, in the product attribute dimension, it consists of three variables that will be tested, which are variety of selection, price and sensory attributes.

Later on the browsing motivation dimension, there are two mediating variables which are hedonic web browsing and utilitarian web browsing activity that usually conducted during shopping for apparel products.

Last, in the purchase decision dimension, there will be e-impulse buying as a result of purchasing activity that might occurs due to the activity mentioned before.

Further explanation and theoretical foundation of each variables are going to be discussed on the following pages, with hypothesis conclusions to guide this research.
2.4.1 Apparel product attributes affect browsing motivation

Irani and Hanzae (2011) already conduct a research to analyze the apparel product attributes such as price and variety of selection towards hedonic and utilitarian value, which translated as browsing motivation for this study. The results show that there is real connection between variety seeking and price sensitivity towards both values.

This research is being supported by the basic theory of variety-seeking tendency developed by Kahn (1995). He discussed three basic motivations for why consumers seek variety in their purchases. Consumers may seek variety because of an internal need for variety due to satiation of particular attributes or because of a desire for additional stimulation. Consumers may also seek variety because of changes in the existing external environment. Another reason is because consumers are trying to face shifts in their future tastes of a product, so by having more variety it will give more available options in the future for their preferences.

As the research continues, it discuss that variety-seeking has been found to be related to hedonic shopping. According to Holbrook and Hirschman (1982), variety-seeking was related to non-purposeful behavior (exploratory purchase behavior) and it should be understood by the view of hedonic consumption because it cannot be accounted for by the traditional perspective of utility driven consumption (as cited in Irani and Hanzae, 2011).
Hedonic value that usually being affected by feelings has been proven by many researchers (Sharma, Shivakumaran and Marshall, 2006) has the connection with variety seeking tendency. Based on Chang (2002) studies about the relationship between the variety-seeking buying tendency and hedonic shopping value in apparel, he found there is a positive relationship between variety-seeking tendency and hedonic shopping value. It is because customers who sought variety and stimulation from shopping were more likely to have hedonic shopping value rather than utilitarian.

Therefore it is best to conclude there might be a positive relation from one of product attributes (variety seeking) towards the browsing motivation, which consists of hedonic and utilitarian.

Another attributes that may have positive impacts towards browsing motivation are the price attributes. Price attributes are also has been analyzed by Irani and Hanazee (2011) and they have found that there are a great implications of customers sensitivity that will affect the price attributes towards the web browsing dimensions.

In this study, the terms of price sensitivity that being discussed are how price level and price change are effectively change and affect customer perception. Some researchers have some point of view in looking at hedonic value that could affected by bargain hunting, since bargain hunting are emphasizing on hedonic and recreational aspects (Jin and Kim, 2003).
While both hedonic and utilitarian value is usually being affected by several factors, Lee (2009) has found that there is a negative implication of price towards hedonic shopping value. His conclusion was based on the observation of customers, who participated in online auctions and feels closely related to the products that they want, therefore neglects the price attributes that comes with it. So, it can be said that price attributes could affect customer’s reaction levels towards utilitarian and hedonic value.

Sensory attributes, on the other hand has been said to have a great impact on apparel shopping as mentioned by McCorkle (1990) who found that product sensory attributes such as fabric hand, garment fit, color, or quality were main criteria for apparel shopping at home (as cited in Park J, 2002). Since looking at the attributes could increase the experiential feelings of people, therefore it could be said it affects hedonic value positively and eventually leads to impulse buying.

Hence, the proposed hypothesis for this matter would be there are positive influences from product attributes towards web browsing for apparel products. In details, the proposed hypothesis would be on the following pages.
H1

H1a: Variety of selection on the shopping website positively influences utilitarian web browsing for apparel products

H1b: Variety of selection on the shopping website positively influences hedonic web browsing for apparel products

H2

H2a: The price attribute on a shopping website positively influences utilitarian web browsing for apparel products

H2b: The price attributes on a shopping website positively influences hedonic web browsing for apparel products

H3

H3a: Sensory attributes on the shopping website positively influences utilitarian web browsing for apparel products

H3b: Sensory attributes on the shopping website positively influences hedonic web browsing for apparel products.

Each hypothesis are taking account the possibilities of outcome that maybe affected by each activities. While it seems there are many positive influences that might occurs as a result of each activities, there are also negative influences that might seems happen on the relationship of browsing motivation towards purchase decision as explained on the next following page.
2.4.2 Browsing motivation as stimulus to purchase decision

Utilitarian and hedonic browsing affects impulse buying (Novak et al, 2003; Madhavaram and Laverie, 2004; Lee and Lee, 2003). Especially for fashion products, impulse buying is linked to browsing hedonically and emotionally (Park EJ et al, 2011). Some research indicates that browsing and shopping on the Internet tend to be practical and are motivated by utilitarian purposes (To, Liao, & Lin, 2007).

From the research point of view by De Kervenoael, O.Aykac (2007) towards Madhavaram and Laverie (2004) research, it has demonstrate findings that the Internet facilitates browsing the e-tailer's merchandise for recreational (i.e., hedonic browsing) and/or informational purposes (i.e., utilitarian browsing).

Hedonic shopping motives influence e-impulse apparel buying, further supporting the hedonic aspect of online apparel shopping. An equally important number of works have now shown that impulse buying satisfies a number of hedonic desires. In a study by Kim (2008), impulse buying tendencies dominate online purchases of sensory products (e.g., clothing, accessories, jewelry, and cosmetics) therefore there might be a positive relation between e-impulse buying in the apparel section.

In addition, Lee and Lee (2003) have identified utilitarian browsing as negatively related to buying impulsiveness while hedonic browsing is positively related, thereby supporting the importance of hedonic browsing in impulse buying behavior on the Internet (as cited in Park EJ et al, 2011). Therefore, the proposed hypothesis for this matter would be;
H4
H4a: Utilitarian web browsing has negative effects on e-impulse buying for apparel products in shopping website, while;
H4b: Hedonic web browsing has positive effects on e-impulse buying for apparel products in shopping website

2.4.3 Apparel product attributes affects purchase intention

Apparel is an experiential product with symbolic meaning or high hedonic value evoking pleasure. And the theory from Hirschman and Holbrook (1982) indeed said that one aspect of hedonic consumption is the experience of products through their tastes, sounds, scents, tactile impressions, and visual images (as cited in Childers et al, 2001). Esthetic products with symbolic attributes may lend themselves to irrational emotional attractions and eventually to impulse buying (Phau and Lo, 2004). Apparel product attributes play an important role in encouraging e-impulse buying behavior.

In addition, exposure to external stimuli (e.g., virtual customization of the product, the extra discount, and price) not only attracts new customers to a retail website but also promotes impulse buying (Dawson and Kim, 2009; Youn and Faber, 2000). Similarly, Madhavaram and Laverie (2004) suggest that exposure to stimulus is responsible for impulse purchases over the Internet (as cited in Park EJ et al, 2011).
According to Guiterrez (2004), consumers who use hedonic search strategies are likely to be unfamiliar with their shopping environment thus they would be proceeding more slowly and valuing environmental sensory stimulation. They would have higher tendency to make impulsive purchases. Previous study from Koski (2004) states that a more hedonistic and experiential view on online consumer behavior has emerged, which sees consumer online behavior as less goal-directed.

One example of this experiential online buying behavior is impulse buying. Also Bellenger et al (1978) proposed that impulse buying varies by product. According to a social psychological viewpoint, those goods that project a person’s self-image are especially likely to be bought on impulse (Dittmar and Beattie 1998, p 129) and varied between different product categories (Koski, 2004). As literature has strongly supported product attributes could stimulates the tendency of doing an e-impulse buying, therefore, s matched hypothesis for this would be:

H5a (+): Variety of selection is positively influences e-impulse buying for apparel products
H5b(+):Price attributes is positively influences to with e-impulse buying for apparel products
H5c(+):Sensory attributes is positively influences to with e-impulse buying for apparel products
2.5 Conceptual Model

To display the relations of each dimensions and variables of this study, an original conceptual model are being made and displaying the hypotheses estimation whether they are positively related or negatively related. This conceptual model are made following all the hypotheses that are being proposed by the original study and how it connects between one variable to another.

![Figure 2.3 Current Conceptual Research Model](image-url)