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## **Hedonic motivations in online consumption behaviour**

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**Abstract:** The potential of the web and of e-commerce systems to provide hedonic, non-functional value to online consumption experiences is known, as is the importance that consumers give to hedonic benefits. However, in the absence of a thorough approach and complete proposal, the hedonic aspects of online consumption (including its particular facet of shopping) remain only partially investigated. This study aims to analyse and exhaustively delimit the dimensional structure related to the hedonic motivations for online consumption. An in-depth literature review was carried out, permitting the proposal of an aprioristic base structure. Next, qualitative (focus groups and personal interviews) and quantitative methods (survey, exploratory and detailed confirmatory factor analyses) were sequentially applied in order to purify and ultimately validate a full structure (i.e., enduring involvement, visual appeal,

sensation seeking, escape, intrinsic enjoyment, hang out, socialise, self-expression and role shopping) and their respective measurement scales. These are original contributions to the extant knowledge relating to web-based consumer behaviour.

**Keywords:** online consumption; hedonic motivations; full dimensional structure; measurement scales; validation.

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## **1 Introduction**

The rapid development of information and communications technologies and an ever-increasingly generalised and ubiquitous access to the internet, are favouring the growth of online consumption. Purchases made on the web are experiencing spectacular growth in OECD countries, especially thanks to mobile and social commerce. In the US, retailers' e-commerce sales are continuously increasing, and accounted for 6.4% of total retail sales for the second quarter of 2014 (US Census Bureau, 2014). With respect to the major developing world economies, the prospects for e-commerce in the coming years look very positive. For instance, China's e-commerce market rose by over 130% last year. Overall, current B2C e-commerce sales this year will reach \$1.5 trillion (eMarketer, 2014). Finally, with more than two billion internet users worldwide, and a forecast of about 3.5 billion users for the coming years, the electronic markets are full of opportunities for entrepreneurs and new businesses as well as for consolidated firms in physical markets.

This paper focuses on the framework for online consumption motivations and, in particular, on the hedonic motivations of individuals in online consumption. Why do individuals develop online consumption processes? To answer this question one must go to the roots, the primary reasons behind consumers' online consumption behaviours. Motivations are an important component included among the aspects which define people's behaviours: they have their origin in needs which go unsatisfied and represent, through concrete actions, the benefits which people aim to achieve. With respect to consumption experiences, it has been distinguished between utilitarian motivations and hedonic motivations, according to the type of need each motivation seeks to satisfy (see Solomon, 2009). Included among the first group are those motivations which direct the consumer towards the attainment of functional, economic, rational, practical, and extrinsic benefits; meanwhile, the second group of motivations is related to emotional or experiential aspects which make the consumption experience, and the eventual purchase, agreeable and pleasant.

The utilitarian aspects of consumption have traditionally received more attention than the hedonic aspects; previous studies into motivations in physical markets have not given hedonic aspects adequate treatment, with most ignoring them completely. Nonetheless, hedonic aspects also play a role in the holistic consumption experience (e.g., see the seminal paper: Hirschman and Holbrook, 1982). Furthermore, the hedonic side of consumption is of even greater importance in an electronic-based market context, as online consumption tends to be associated with certain benefits of a non-functional or hedonic character. It has been noted, for instance, that hedonic sources can promote a more positive attitude among consumers regarding a company's value proposition (Higgins and Scholer, 2009) and can, furthermore, make them more willing to make an online purchase (Kim and Eastin, 2011). This idea is based on the particularities of online consumption, which, for example, allows consumers to learn about the latest trends, offers ways to escape and have fun, facilitates interaction with other consumers, provides high levels of entertainment, etc. (see Ganesh et al., 2010). However, while companies on the web should be aware of the aspects detailed above, what is of greater strategic importance is the design and implementation of online marketing strategies which also provide hedonic value to customers (see Li et al., 2012). However, very few papers have

conducted an in-depth study of the hedonic motivations which intervene in the online consumption processes (e.g., Wolfinbarger and Gilly, 2001).

Our research has two main goals, which aim to make two unique contributions: one, providing an exhaustive delimitation of the hedonic motivations of online consumption; and two, the development of measurement scales for each dimension, which may prove useful to future empirical studies into this subject.

To better approach the dimensional structure of hedonic motivations in online consumption and to develop their respective measurement scales, we have made use of the broadly accepted protocol for the development of scales (e.g., Gerbing and Anderson, 1988; Nunnally and Bernstein, 1994). First, an initial theoretical proposal, based on an extensive review of the literature, is prepared for the dimensional structure and corresponding measurement scales. Following this initial phase, a qualitative study is conducted in which both the dimensional structure and the measurement scales are evaluated and refined (Section 3). Then, an exploratory factor analysis is conducted to analyse the dimensional structure and scales considered after the in-depth literature review; this facilitates their subsequent refinement. Next, in order to validate the dimensional structure compounding the hedonic motivations of online consumption, and the measurement scales for each dimension, a confirmatory factor analysis is applied (see Section 4). Finally, several concluding remarks and practical implications are discussed.

## **2 Hedonic motivations in online consumption: an a priori theoretical-based dimensional proposal**

In this section, up to 11 particular categories of hedonic motivations are presented and defined. These have been identified and grouped according to the criteria for content homogeneity. To do that, we have considered, based on an in-depth literature review, the diverse motivational aspects which have been linked to online consumption and which are hedonic, non-functional or exploratory in nature. On the other hand, we should add that the sources reviewed offered partial, incomplete information regarding the full set of hedonic motivations for consumption; also, they focused either on physical or electronic markets. Therefore, this approach and exhaustive theoretical proposal represents, to the best of our knowledge, one of the original contributions of this study.

### *2.1 Exploration/curiosity*

This category would reflect the online consumers' desire to obtain information and knowledge regarding elements which may be novel and which awaken their curiosity. In fact, some studies have succeeded in demonstrating that consumers, guided by their own curiosity during the first phases of the online consumption process, tend to interact with the website in search of new and interesting elements (To et al., 2007), something out of the usual (Rohm and Swaminathan, 2004). As such, browsing eBay out of curiosity or in search of a bargain, or entering the Kindle eBooks section of Amazon in order to see the latest items published in electronic format could be included within this motivation.

On the other hand, Silvia (2012) notes that curiosity is an intrinsic motivation for the individual, promoting exploration and learning in order to minimise ignorance as a consumer regarding aspects such as product/service category, for example. Consequently, it is reasonable to expect that some consumers, especially those who are interested in

particular areas of consumption, are motivated to browse websites whose contents are related to this kind of information.

## *2.2 Sensation seeking/entertainment*

The next motivation type contemplated here reflects the interest online consumers have in being exposed to events or situations which provide them with new emotions and which entertain them (Kim et al., 2010). That would include the desire for adventure, that is, the interest one has in being exposed to new stimuli and in experiencing the sensation of being in another world (Arnold and Reynolds, 2003; Kang and Park-Poaps, 2010; Kim, 2006).

Evidence exists which indicates that websites which provide high levels of positive sensations successfully improve the consumer's mood and levels of satisfaction (Hoffman and Novak, 1996; Wolfinbarger and Gilly, 2001). Likewise, fun influences attitude and online purchase intent in a positive manner (Kim et al., 2010), and this, in turn, increases the likelihood of more visits to the establishment (Fiore and Kim, 2007; Kim et al., 2007). For this reason, it should be no surprise that Seo and Green (2008) have identified this motivational category as one of the most relevant to online sports consumption.

## *2.3 Visual attraction*

This motivation category is defined by the online consumer's motivation to browse commercial websites and contents which are attractive and stimulating to the eye; this category has to do with the design, the physical attractiveness and inherent beauty of the value proposition (Holbrook, 1994), as well as the simplicity (Karvonen, 2000; Nielsen, 1999), the order, the proportion and the symmetry (Fenner, 1996) of the offer presented to the consumer. In e-commerce environments, these issues relate to the perceived attractiveness of the appearance and design of the commercial websites (Ganesh et al., 2010).

This kind of motivation may also be considered logical, on the basis of the evidence presented in various papers, within the context of electronic commerce, which have proven how visual appearance positively influences aspects such as: the pleasure obtained shopping online (Kim et al., 2007), the formation of positive attitudes toward the virtual establishment (e.g., Childers et al., 2001; Fiore et al., 2005), greater levels of satisfaction (e.g., McKinney, 2004; Zviran et al., 2006), longer visits to the site (e.g., Kim et al., 2007; O'Brien, 2010), repeat visits (Fiore and Jin, 2003), greater purchase intent (e.g., Kim et al., 2007; Richard, 2005), and recommendation of the establishment to other consumers (Gorn et al., 2004).

## *2.4 Escape*

This refers to the interest consumers have in escaping reality and in forgetting their worries and daily routine (Babin et al., 1994), accomplished by entering into states of psychological immersion while carrying out online consumption processes (Mathwick and Rigdon, 2004). This type of motivation leads the consumer to seek out consumption experiences in an attempt to get away from it all (see: Huizinga, 2003). Therefore, some

authors consider that consumption can be used as a means of escape, as a way to get out from a low (even depressed) emotional state (e.g., Arnold and Reynolds, 2003, Avello et al., 2010).

Michon et al. (2007) use this motivation – it is included with this item in their hedonic scale “This shopping trip truly felt like an escape” – among others, in order to explain shopping behaviour in physical environments, specifically a shopping mall. In this type of retail store, as in the case of online consumption environments, consumers might regard shopping as a way to escape. In this sense, Babin et al. (1994) point out that consumers who are motivated to escape their day to day and to forget work for a while are motivated to consume not only in physical establishments but also in online establishments.

### *2.5 Intrinsic enjoyment*

This category relates to the search for those activities which provide enjoyment in and of themselves, which, in turn, may orient consumers in their online consumption decisions (Kim et al., 2010). Likewise, it has been observed that this class of motivations may favour repeat visits to the establishment (Ganesh et al., 2007; Kim et al., 2007; Koufaris et al., 2001), the development of favourable attitudes towards online purchasing, as well as a greater purchase intent (see: Childers et al., 2001; Li et al., 2001). Furthermore, it should be considered that online consumers are inclined to use the internet in search of enjoyment by means of games, online chats, and other forms of entertainment (Swinyard and Smith, 2003).

### *2.6 Hang out*

This type of motivation is defined by the behaviours of consumers who seek to occupy their free time and alleviate boredom by browsing commercial websites and carrying out consumption activities on sites with interesting content (Seo and Green, 2008). It is important to consider these aspects of online consumption, as people are increasingly using the internet to have fun and pass the time, especially when growing bored (Suh et al., 2010). Therefore, this aspect is relatively important to online consumption, as opposed to off-line consumption, precisely because it is carried out by means of the internet and because the tendency exists among members of society to use it when they have nothing else to do.

Among the activities usually associated with this type of motivation is the downloading of content the consumer finds interesting, such as papers, music or other files (Seo and Green, 2008) which allow the consumer to spend his or her free time in an agreeable manner. Furthermore, as Ridings and Gefen (2004) point out, hanging out with people is fun and can be done over online brand communities.

### *2.7 Relaxation*

This motivational category comprises the motivations which lead consumers to use online consumption as a means of relief when they are down, as well as to relax and alleviate tension (e.g., Kim and Hong, 2011). Specifically, Jamal et al. (2006, p.69) define this motivation as ‘stress relief, to alleviate a negative mood and as a special treat to oneself’.

Certain shopping activities can be regarded as 'therapeutic' actions which yield hedonic awards by means of self-gratification (e.g., Kang and Park-Poaps, 2010; Kim, 2006; Parsons, 2002). On the other hand, Seo and Green (2008) have pointed out that web browsing contributes to relaxation on the part of the consumers and to their feeling less anxious.

### *2.8 Social shopping*

This category deals with the search for pleasant sensations by carrying out online consumption activities in the company of friends and family, or with people who have common interests. These sought-out benefits allow the person to satisfy the need to socialise and promote the reinforcement of ties with other people (Arnold and Reynolds, 2003; Kim, 2006). These motivational aspects would contribute to the explanation of the interest online consumers have in sharing information and consumption experiences with other people who share their interests or have aspects in common (To et al., 2007).

However, in spite of the importance attributed to socialising as a motivational factor in consumption processes, some authors have been critical in this respect. For instance, To et al. (2007) consider that the popularity and influence virtual communities have on commercial sites is not sufficiently relevant as to permit an increase in their contacts network and facilitate the socialising of those who participate in such spaces.

In any event, with the growing use of social networks by so many people, their importance in recent years (Jones et al., 2009; Krishnamurthy and Wills, 2008; Wilson et al., 2009), and their influence on brand image and online product consumption, it makes good sense to consider the aspects related to socialisation as a dimension of online consumption behaviour. In fact, recent studies have demonstrated the relevance of online transactions in the 'company' of friends, as well as the favourable impact these types of transactions have on consumer satisfaction levels.

### *2.9 Role shopping*

This motivational category is associated with the mere pleasure provided by shopping for family, friends and relations. Studies conducted in conventional physical environments (e.g., Arnold and Reynolds, 2003) have highlighted the way in which shopping for others offers intrinsic happiness and lifts the spirits; this is especially true for those consumers who perceive a social function in the carrying out of this class of activities. Moreover, shopping for others can be an expression of love (Otnes and McGrath, 2001). Performing the role of shopper can express itself in diverse shopping situations, among which can be included the search for an adequate gift (Kim et al., 2010).

While carrying out these searches, the consumer may experience feelings of excitement and happiness, stemming from their interest in finding the perfect gift for family or friends (e.g., Kim et al., 2010). This motivation for consumption will carry greater weight at moments in which the consumer looks for gifts for loved ones, such as, for example, Christmas or birthdays (Fischer and Arnold, 1990).

### *2.10 Self-expression*

It refers to the motivational aspects related to the consumers' interest in making use of online consumption activities in order to satisfy their needs for self-expression and to exchange impressions and ideas with other people. According to the classic approach of the Maslow's Theory of Human Motivation, the liberty to express oneself constitutes a previous requisite for the satisfaction of other groups of needs which are higher in the hierarchy. Likewise, people adopt behaviours of self-distinction guided by their interest in improving or reviving their self-esteem. Driven by their interest in satisfying these needs to stand out and to build up their self-image and social image, consumers undertake activities by which they acquire, utilise and have products available which allow them to differentiate and distinguish themselves from other people (Tian et al., 2001). The final proposition of these behaviours is to develop and improve one's personal and social identity. Therefore, wanting to be different from the rest, and, to that end, making use of consumption behaviours and actions, can be considered to be a way of expressing oneself.

### *2.11 Enduring involvement with a product/service*

The last dimension to be considered refers to the motivational aspects linked to the interest online consumers have in keeping up to date with the latest trends, styles and innovations in the consumption of particular product or service categories of interest. This leads them to conduct searches on fashions, novelties and innovations (e.g., Ganesh et al., 2010; Kang and Park-Poaps, 2010; To et al., 2007) and, at the same time, to identify those articles which will best suit them.

The consideration of the motivational aspects related to 'enduring involvement' with particular product or service categories, within the contexts of online consumption, raises a certain amount of controversy. On the one hand, it has been pointed out that there are difficulties in online shopping systems being able to satisfy this class of needs, since articles of frequent purchase, which do not tend to be subject to fashions and trends, are so predominant on the internet (To et. al., 2007). However, satisfying this class of motivations in online consumption is important (e.g., Parsons, 2002). This notion is justified by the instantaneous access the consumer would have to much greater amounts of up to date, global information on trends, fashions and new products and services.

## **3 Qualitative analyses: refinement of motivational dimensions and measurement scales**

With the aim of evaluating and refining the hedonic motives (and their respective measurement scales) presented above, focus groups in-depth interviews were conducted.



### 3.1 Focus groups

Seven people participated in each of the two focus groups, all of them regular internet users between the ages of 25 and 45. Previously, steps were taken to ensure that the panel of participants was made up of people of different backgrounds and points of view, as well as distinct levels of experience (though none were null) in online shopping activities. While the seven members of one of the focus groups all had a high level of experience as online shoppers, the second focus group was composed of three consumers with a low or moderate level and four with a high level of experience in online shopping. In this way, we aimed to control the level of online shopping experience of the members of the groups. With Holloway et al. (2005) as our basis, four criteria had to be taken into consideration in order to determine the level of experience: that the minimum purchase frequency was one purchase every three months, that a minimum of four items were purchased, that the average minimum amount of money spent per trip was 60€, and that the total amount of money spent in the last six months was between 200€ and 250€ (see Table 1). With these four criteria in mind, the participants who were selected had to meet at least three of the four criteria in order to be considered for inclusion in the group of the 'highly-experienced'.

**Table 1** Principal characteristics of the respondents

<i>Age (years)</i>		<i>Gender</i>		<i>Years using the internet</i>	
18–20	29.10%	Male	34.50%	1–4	7.50%
21–24	50.90%	Female	65.50%	4–9	53.10%
25–34	14.80%			10–14	35.60%
35–44	4.20%			More than 15	3.80%
45–54	0.90%				
55–64	0.10%				
<i>Number of online purchases during the last year</i>		<i>Number of online purchases during the last six months</i>		<i>Overall amount of purchases over the internet during the last year</i>	
None	15.80%	None	34.60%	None	15.80%
1–5	55.80%	1–5	56.40%	1€ a 50€	15.40%
6–10	17.70%	6–10	6.10%	51€ a 100€	17.30%
11–15	3.30%	11–20	2.10%	101€ a 500€	34.90%
16–20	3.80%	21–30	0.30%	501€ a 1,000€	9.60%
Over 20	3.60%	Over 30	0.50%	Over 1,000€	6%

The focus group took shape from a prepared script which was structured in two differentiated and successive parts. The first time block of the focus group (approximately 20 minutes in length) was dedicated to having the participants reflect openly and freely on the hedonic motivations for online consumption (understood in its widest sense, and not only in the strict sense of online shopping behaviours), thereby clarifying the composition of this type of motivations. The second block of the dynamic (30 minutes in length, approximately) focused on the generation of opinions regarding the reasonableness of each of the 11 dimensions which had been identified following the review of the literature. The opinions expressed regarding the dimensions, posed

sequentially, served to later develop a number of measurement items, proving especially useful in those cases in which difficulties were detected in adapting already existing scales.

After the focus groups were conducted, a document was prepared which presented the 11 dimensions proposed after the review of the literature and which included their description and respective initial multi-item scales. The information gathered in the document was prepared based on the knowledge accumulated with respect to online hedonic motivations and, when applicable, on the adaptation of scales validated by previous studies. However, when the above was not possible, items were prepared which took into consideration the results obtained from the focus groups.

### *3.2 Personal interviews*

Next, using the qualitative method of the personal interview, this proposal of dimension and scales was submitted to be evaluated by five experts: two e-commerce industry professionals and three marketing scholars with extensive experience in consumer behaviour. One of these scholars is a US Professor with specific expertise in online shopping motivations. Their suggestions proved useful to our refinement of the dimensional structure, with regards to labeling dimensions and purifying the multi-item measurement scales (i.e., in certain cases a number of items were removed, in other cases their statements were rewritten).

We concluded this qualitative phase with 11 dimensions and their respective multi-item measurement scales (78 items in total) (See Appendix A). The dimensions were named specifically in the following manner: 'visual appeal', 'sensation seeking/entertainment', 'exploration/curiosity', 'escape', 'intrinsic enjoyment', 'relaxation', 'hang out', 'socialise', 'self-expression' through the consumption experience, 'role shopping', 'enduring involvement with a product/service'.

## **4 Quantitative study**

The quantitative phase of the study has proposed two fundamental objectives:

- 1 the empirical evaluation of the origin of the 11 motivation dimensions proposed, following the review of the specific literature and their posterior refinement using qualitative techniques (described in the previous section)
- 2 the analysis of the multi-item scales proposed in each case, considering the relation between the item and the underlying motivational dimension as well as the item's consistency with the rest of items of its scale.

The information obtained will be useful as a starting point for its future validation using confirmatory methods.

The most relevant information associated with the quantitative phase of the study has been structured in three subsections which are presented below and which are: the methodological aspects of the field work, the exploratory factor analysis and, finally, the confirmatory analyses and validation of both the dimensional structure proposed for hedonic consumption motivations on the web and their measurement scales.

#### *4.1 Methodology*

##### *4.1.1 Sample*

The fundamental characteristic we looked for in the respondents is that they were regular internet users, regardless of whether they used it, to a greater or lesser extent, to make online purchases. The sample has been obtained mostly from university students (i.e., convenience sampling). Although samples of this type only partially represent the internet population, their results approach the results which samples obtained using probabilistic methods would provide (see Lin and Lu, 2000; Peterson, 2001). On the other hand, regarding the socio-demographic profile, around a 95% of the sample is in the age 18–34 age range. This is a range that, by the way, represents the major segment of the internet user population; for instance, around 90% of the users of social networking sites are in the 18–30 age range (Pew Research Center, 2013). A residual, 5% percentage corresponds to older students, representing cases like older workers looking to update knowledge with a current university degree (see Table 1).

The survey was conducted at several university schools in the city of Barcelona (Spain). Participants had to be internet users who would have ever made online shopping. The total number of questionnaires collected was 679 (effectively 669, after discounting ten questionnaires which were only partially answered). See Table 1 for details about the sample's characteristics.

##### *4.1.2 Questionnaire*

The questionnaire was prepared based on the information presented in Appendix A, which gathers the multi-item scales associated with the hedonic motivations initially considered, after first conducting the theoretical review and subsequent evaluation and depuration of dimensions and scales in the qualitative phase. Items were measured according to seven-point Likert-type scales (1: completely disagree – 7: completely agree). The survey was self-administered, in paper format. The authors themselves supervised its preparation, along with assistance from other professors who collaborated in this phase of the study. The questionnaire began with a few brief explanatory notes, necessary in order to focus the attention of the respondents and to improve their understanding. Furthermore, and in order to ensure that the respondents had a general understanding of these explanatory notes, the content of these notes was explained to the groups of respondents before they proceeded to fill out the questionnaire. It is especially important to highlight the emphasis placed on clarifying the researchers' interest in obtaining information regarding the motivations behind online consumption experiences as a whole, unlike information which only touches upon their shopping motivations on the web. Therefore, it was explained to the respondents that the concept of consumption goes beyond the purchase itself and that it encompasses the diverse behaviours an individual may develop with respect to consumption goods and services (such as

obtaining information, seeking special offers, etc.), independently of whether or not they finally make a purchase.

We firstly considered the possibility of distributing the questionnaire online, though in the end this option was rejected. The principal motives that justified this decision had to do, on the one hand, with the high levels of abandonment and the low rates of response obtained in online surveys with long questionnaires (such as the one used in this study). On the other hand, there was also an interest in providing personal support (see Evans and Mathur, 2005) in order to clarify the researcher's interests and focus the respondents on the task of providing information regarding their total online consumption experiences.

#### *4.2 Exploratory factor analysis of the hedonic motivational structure and scales*

The database created on the basis of the survey was reduced from 679 to 669 entries, after the questionnaires which were poorly filled out were eliminated. Furthermore, occasional missing data on the questionnaires were resolved using the imputation method of mean substitution (Hair et al., 2005).

The first step, in order to generate the second refined version of the dimensional structure and of its respective scales, was to take into account the analysis of the correlation of the items with the additive or item-total scale score (Hair et al., 2005). Based on this criterion, the items with correlations of 0.5 or lower are candidates for elimination prior to performing factor analyses. Following a careful inspection of each of the items, three of them were found to have an item-total correlation of 0.5 or lower and were eliminated. Next, the Kaiser-Meyer-Olkin indicator (KMO) was observed, allowing an evaluation of the appropriateness of applying an exploratory factor analysis (Hair et al., 2005). The value obtained for this indicator was 0.944, as against the 0.5 minimum required in order to efficiently carry out an exploratory factor analysis (Hair et al., 2005). This analysis was applied, in its variant of principal components analysis, and with a varimax rotation (orthogonal) (e.g., Netemeyer et al., 2003), to all the initial items proposed and based on the theoretical review and the qualitative study developed.

Given the existence of complementary methodological variants which might generate distinct solutions, we followed the recommendations made by Hair et al. (2005) for component extraction. Furthermore, we considered diverse methods for obtaining the best representation of the data. On the one hand, we resorted to using the a priori method for the underlying 11 motivation dimensions of the theoretical review and for the set of survey items. We also analysed the significance of the factor loadings for of the items for a total of 11 generated components. A restrictive criteria was applied in the analysis of the significance of the loadings, in order to facilitate a more rigorous analysis of the items with respect to the components and underlying dimensions. In this way, even though items with factor loadings greater than 0.3 are admitted as acceptable in exploratory investigations, and those around 0.4 or greater are acceptable (Netemeyer et al., 2003), a cut off value of 0.5 ensures that one can work with significant loadings (Hair et al., 2005). After studying the case of the items that did not load significantly, we proceeded when applicable, one by one, to eliminate them and to recalculate the rotated component matrix (Netemeyer et al., 2003). Finally, the relationship between the remaining items and the underlying components and dimensions was examined.

Once those items which did not have significant loadings were eliminated, having again carried out the extraction of the principal rotated components, we proceeded to the elimination of those other items which turned out to not be significant once the items from the earlier iterations were eliminated. In the first iteration, the following items were eliminated, presented according to dimensions: visual appeal (V8), entertainment/sensation seeking (V11, V12, V13, V15, V19 and V20), exploration/curiosity (V23 and V24), intrinsic enjoyment (V37), hang out (V48, V49 and V51), socialise (V53, V54, V56 and V61), and enduring involvement (V74, V76, V79 and V82). In the second iteration, the following items were eliminated: hang out (V50) and socialise (V52). In the third iteration, the following items were eliminated: relaxation (V39) and socialise (V55). In addition, we proceeded to verify whether all the items which, according to the review of the literature and the analysis qualitative carried out, should load *a priori* in a single dimension really did so. This led us to discard those items which did not load in the anticipated dimension, since they lacked the theoretical support to be associated with another dimension (see Arnold and Reynolds, 2003). Also, as in the previous case, an iterative process was followed. In the first iteration, the following items of the indicated dimensions were eliminated: relaxation (V38), because it did not load in the anticipated dimension. In the second iteration, two items of the dimension Hang out were eliminated (V44, V47). In the third iteration, socialise was eliminated (V62). In the fourth iteration, self-expression was eliminated (V68) and in the fifth, two Escape items were eliminated (V31, V32).

Once all the items were grouped according to their respective factors, the loadings were analysed, all of them at 0.5. Given that the weight of dimensions five and six loaded on the same factor, these were grouped in a single dimension that was labelled 'intrinsic enjoyment/relaxation'.

Likewise, we considered the Kaiser rule, or latent root criterion (Hair et al., 2005), according to which it is convenient to preserve the components with Eigen values greater than the unit and discard the rest. The values corresponding to the ten dimensions considered were greater than one. Likewise, the criterion for percentage of variance was also considered, according to which the specified cumulative percentage of total variance should be a minimum of 60% for social sciences studies (Hair et al., 2005). In this case, the explanation for the variance in the data obtained was 64.03%.

Once the principal components analysis was carried out and the items associated with each dimension were refined, a reliability analysis of the items was performed, using Cronbach's alpha. While there is no one definitive minimum for the Cronbach's alpha needed to determine reliability (Peterson, 1994), values above 0.6 are considered acceptable for exploratory studies (Hair et al., 2005; Peterson, 1994). Given that the alpha value obtained for the 'exploration/curiosity' dimension fell below the acceptable value (0.55), we proceeded to eliminate it. On the other hand, once the contents of the items that were ultimately associated with the 'sensation seeking/entertainment' dimension were analysed, we decided to summarise its denomination as 'sensation seeking'. The alpha values obtained for the rest of the multi-item scales maintained for each dimension were around 0.8. In summary, this phase concluded with nine dimensions and 42 items with good internal consistency and factor loadings of over 0.5.

**Table 2** Lambda loadings and reliability

	<i>Visual appeal</i>	<i>Sensation seeking</i>	<i>Escape</i>	<i>Intrinsic enjoyment</i>	<i>Hang out</i>	<i>Socialise</i>	<i>Self-expression</i>	<i>Role shopping</i>	<i>Enduring involvement</i>
Visual appeal (V5)	.696								
Visual appeal (V6)	.569								
Visual appeal (V7)	.662								
Visual appeal (V9)	.633								
Visual appeal (V10)	.673								
Sensation seeking (V14)		.675							
Sensation seeking (V16)		.833							
Sensation seeking (V17)		.779							
Sensation seeking (V18)		.718							
Escape (V29)			.885						
Escape (V30)			.817						
Intrinsic enjoyment (V33)				.525					
Intrinsic enjoyment (V34)				.597					
Intrinsic enjoyment (V35)				.683					
Intrinsic enjoyment (V41)				.726					
Intrinsic enjoyment (V42)				.752					
Intrinsic enjoyment (V43)				.783					
Hang out (V45)					.845				
Hang out (V46)					.844				
Socialise (V57)						.774			
Socialise (V59)						.772			
Self-expression (V63)							.693		
Self-expression (V64)							.764		
Self-expression (V66)							.805		
Self-expression (V67)							.732		
Role shopping (V69)								.676	
Role shopping (V70)								.782	
Enduring involvement (V75)									.589
Enduring involvement (V78)									.599
Enduring involvement (V81)									.673
<i>Cronbach's alpha</i>	.78	.85	.84	.89	.83	.80	.88	.80	.80
<i>Composite reliability (CR)</i>	.783	.839	.841	.838	.883	.748	.836	.695	.653
<i>Variance extracted (AVE)</i>	.420	.568	.725	.467	.713	.598	.562	.534	.386

**Table 3** Discriminant validity

	Visual appeal	Sensation seeking	Escape	Intrinsic enjoyment/relaxation	Hang out	Socialise	Self-expression	Role shopping	Enduring involvement
Visual appeal	0.55 (0.648)								
Sensation seeking	69.218 (25) 440.714 (26) 0.55	0.697 (0.754)							
Escape	47.333 (13) 492.503 (14) 0.314	14.112 (7) 374.192 (8) 0.504	0.732 (0.852)						
Intrinsic enjoyment/relaxation	84.204 (39) 600.526 (40) 0.384	100.285 (29) 302.573 (30) 0.697	41.393 (15) 229.682 (16) 0.732	0.672 (0.864)					
Hang out	42.808 (13) 446.409 (14) 0.372	6.787 (7) 367.137 (8) 0.482	0.304 (1) 344.191 (2) 0.508	45.401 (15) 268.307 (16) 0.672	0.525 (0.845)				
Socialise	45.787 (13) 317.903 (14) 0.259	16.093 (7) 240.496 (8) 0.452	3.454 (1) 242.397 (2) 0.403	20.13 (15) 164.066 (16) 0.647	1.573 (1) 228.884 (2) 0.44	0.635 (0.773)			
Self-expression	61.623 (25) 653.02 (26) 0.364	37.95 (17) 574.799 (18) 0.42	21.237 (7) 420.814 (8) 0.435	63.768 (29) 439.826 (30) 0.563	23.276 (7) 356.711 (8) 0.525	23.405 (7) 173.852 (8) 0.635	0.567 (0.750)		
Role shopping	41.751 (13) 230.747 (14) 0.335	9.668 (7) 202.148 (8) 0.309	0.879 (1) 203.555 (2) 0.241	15.753 (15) 209.175 (16) 0.312	2.945 (1) 185.849 (2) 0.363	0.435 (1) 190.988 (2) 0.309	25.504 (7) 167.392 (8) 0.527	0.542 (0.731)	
Enduring involvement	44.052 (18) 130.917 (19) 0.509	9.155 (11) 123.004 (12) 0.352	5.176 (3) 132.071 (4) 0.236	30.255 (21) 149.094 (22) 0.344	3.551 (3) 103.067 (4) 0.454	3.522 (3) 124.784 (4) 0.3	25.638 (11) 103.297 (12) 0.567	5.944 (3) 38.954 (4) 0.542	0.567 (0.621)

Notes: Methods of Chi square difference tests and square roots of AVEs vs. correlations

Diagonal shows the higher correlation between one construct and the others, which should be lower than the square root of the AVE of said construct (in brackets).

Cells off the diagonal contain the following information:  $\chi^2$  (d.f.) value of the model fit letting free the correlation between a pair of constructs;  $\chi^2$  (d.f.) value of the model when said correlation is set to 1; and, finally, the correlation between said constructs. All Chi square difference tests (d.f. = 1) are significant at a p-level  $\leq 0.001$ .

#### 4.3 *Confirmatory factor analyses and validation of the hedonic motivational structure and scales*

Finally, in order to perform a rigorous evaluation of the validity of the dimensional structure proposed in the previous exploratory stage, a confirmatory factor analysis was carried out using Lisrel 8.8. Taking into account some of the deficiencies observed – for example, the distribution of data (a non-normal distribution), as well as the type of data (rating scales) – the use of polychoric correlation matrix is advised. These model conditions, along with the sample size (i.e., large, within a structural equation modelling context), imply the application of the robust weighted least squares estimation method, recommended as the most adequate method for dealing with these shortcomings and for providing proper solutions (see Martínez-López et al., 2013).

As can be observed in Table 2, all of the elements with lambda loadings (that is, the association between a construct and its items) under 0.5 were excluded iteratively from the measurement model. Each time an indicator loaded below this threshold, it was extracted for the next iteration. The items eliminated in order of elimination, one for each iteration, were the following: role shopping (V73), escape (V27), Enduring involvement with a product or service (V77), escape (V28), socialise (V60), role shopping (V72), intrinsic enjoyment/relaxation (V36), enduring involvement with a product or service (V80), role shopping (V71), intrinsic enjoyment/relaxation (V40), socialise (V58), and self-expression (V65). The final results offer a good adjustment of the model ( $\chi^2/\text{d.f.}$ : 1.846; GFI: 0.937; CFI: 0.966; NFI: 0.929; RMSEA: 0.036). With respect to convergent validity, composite reliabilities (CR) and the average variance extracted (AVE), all the values obtained were above the minimum cutoff value established, that is, 0.7 and 0.4, respectively (see Martínez-López et al., 2013).

The discriminant validity of the constructs (i.e., motivational dimensions) is assessed by using three complementary methods. First, Chi-square difference tests are applied to every pair of constructs and their respective measurement scales. Here, two models are run, one allowing for a free correlation between dimensions and the other forcing said correlation to one. Then, a test is applied to assess the statistical significance of the difference between both models' chi-square values. A significant test allows for the rejection of the null hypotheses of perfect correlation between dimensions, so the discriminant validity would be supported (see; Bagozzi et al., 1991). Our results support the discriminant validity between dimensions in all cases (see Table 3). Likewise, we have positively confirmed the rule of thumb that the square root of every construct's AVE is higher than any of its correlations with the other dimensions (see Gefen and Straub, 2005) (see, also, Table 3). Finally, confidence intervals (95%) have been calculated for the pairs of correlations between dimensions; none of the intervals includes one (see Table 4).

The nomological validity of the above structure of nine hedonic dimensional motivations in online consumption was assessed based on a structural model with a second-order construct. This methodological resource is based on the logic that there exists a general motivation or hedonic meta-motivation for online consumption to which each one of the nine dimensions or hedonic motivations identified is subordinated. Therefore, the meta-motivation is considered to be a multi-dimensional second-order construct model. To specify this model, based on the recommendations made by Jarvis et al. (2003), a reflective logic is applied for both the first-order hedonic dimensions and the second-order construct model.



**Table 4** Discriminant validity

<i>Pair of constructs</i>			<i>Correlations</i>	<i>Confidence intervals</i>	
Visual appeal	⇔	Sensation seeking	0.55	0.476	0.624
Visual appeal	⇔	Escape	0.314	0.224	0.404
Visual appeal	⇔	Intrinsic enjoyment/relaxation	0.384	0.298	0.47
Visual Appeal	⇔	Hang out	0.372	0.286	0.458
Visual Appeal	⇔	Socialise	0.259	0.161	0.357
Visual Appeal	⇔	Self-expression	0.364	0.278	0.45
Visual Appeal	⇔	Role shopping	0.335	0.235	0.435
Visual Appeal	⇔	Enduring involvement	0.509	0.413	0.605
Sensation seeking	⇔	Escape	0.504	0.43	0.578
Sensation seeking	⇔	Intrinsic enjoyment/relaxation	0.697	0.639	0.755
Sensation seeking	⇔	Hang out	0.482	0.406	0.558
Sensation seeking	⇔	Socialise	0.452	0.368	0.536
Sensation seeking	⇔	Self-expression	0.42	0.34	0.5
Sensation seeking	⇔	Role shopping	0.309	0.213	0.405
Sensation seeking	⇔	Enduring involvement	0.352	0.252	0.452
Escape	⇔	Intrinsic enjoyment/relaxation	0.732	0.678	0.786
Escape	⇔	Hang out	0.508	0.434	0.582
Escape	⇔	Socialise	0.403	0.317	0.489
Escape	⇔	Self-expression	0.435	0.357	0.513
Escape	⇔	Role shopping	0.241	0.141	0.341
Escape	⇔	Enduring involvement	0.236	0.126	0.346
Intrinsic enjoyment/Relaxation	⇔	Hang out	0.672	0.612	0.732
Intrinsic enjoyment/Relaxation	⇔	Socialise	0.647	0.579	0.715
Intrinsic enjoyment/Relaxation	⇔	Self-expression	0.563	0.493	0.633
Intrinsic enjoyment/Relaxation	⇔	Role shopping	0.312	0.214	0.41
Intrinsic enjoyment/Relaxation	⇔	Enduring involvement	0.344	0.242	0.446
Hang out	⇔	Socialise	0.44	0.356	0.524
Hang out	⇔	Self-expression	0.525	0.453	0.597
Hang out	⇔	Role shopping	0.363	0.269	0.457
Hang out	⇔	Enduring involvement	0.454	0.358	0.55
Socialise	⇔	Self-expression	0.635	0.565	0.705

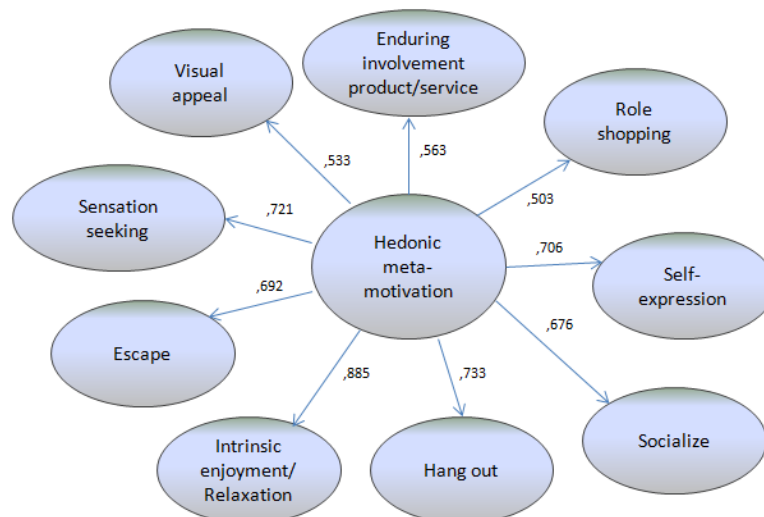
Notes: Correlations between constructs and 95% confidence.

**Table 4** Discriminant validity (continued)

Pair of constructs		Correlations	Confidence intervals		
Socialise	⇔	Role shopping	0.309	0.207	0.411
Socialise	⇔	Enduring involvement	0.3	0.188	0.412
Self-expression	⇔	Role shopping	0.527	0.445	0.609
Self-expression	⇔	Enduring involvement	0.567	0.479	0.655
Role shopping	⇔	Enduring involvement	0.542	0.452	0.632

Notes: Correlations between constructs and 95% confidence.

The goodness-of-fit of this second-order construct's structural model is acceptable ( $\chi^2/\text{d.f.}$ : 2,638; GFI: 0.903; CFI: 0.929; NFI: 0.892; IFI: 0.930 RMSEA: 0.050). In Figure 1, the structural coefficients of correlation between the hedonic motivational dimensions (first-order constructs) and the hedonic meta-motivation (second-order construct) are shown. Next, the coefficient obtained for each dimension is detailed, also indicating the  $R^2$  of each dimension with the second-order construct: intrinsic enjoyment/relaxation (0.885;  $R^2 = 0.784$ ), Hang out (0.783;  $R^2 = 0.537$ ), sensation seeking (0.721;  $R^2 = 0.498$ ), self-expression (0.706;  $R^2 = 0.52$ ), escape (0.692;  $R^2 = 0.478$ ), socialise (0.676; 0.453), enduring involvement (0.563;  $R^2 = 0.317$ ), visual appeal (0.533;  $R^2 = 0.284$ ), role shopping (0.503;  $R^2 = 0.253$ ). In summary, the most significant hedonic motivations are intrinsic enjoyment/relaxation, hang out and sensation seeking; while, on the other hand, the least influential would be role shopping.

**Figure 1** Structural coefficients between the hedonic dimensions (first-order construct) and the hedonic meta-motivation (second-order construct)

Notes: All coefficients are significant at a  $p < 0.001$ .

## 5 Conclusions

Following an extensive review of the literature on consumer motivations and behaviour, a wide spectrum of motivational dimensions as hedonic drivers of online consumption processes has been considered. The objective of this investigation, and its principal contribution, is in line with papers which advocate the extension of the heretofore prevailing utilitarian, goal-oriented view of consumer behaviour, carrying out an in-depth analysis of the hedonist, multisensory and emotional facets associated with consumption processes, which are also susceptible to triggering a series of consumption decisions.

**Table 5** Overview of the refinement process for the motivational structure and motivations measurement scales

<i>Labels based on the literature review</i>	<i>Refined motivational structure and labels after qualitative study (number of items of the related scales in brackets)</i>	<i>Refined motivational structure after quantitative study</i>
<ul style="list-style-type: none"> <li>• Visual attraction*</li> <li>• Sensation seeking/entertainment</li> <li>• Exploration/curiosity</li> <li>• Escape</li> <li>• Intrinsic enjoyment</li> <li>• Relaxation</li> <li>• Hang out</li> <li>• Social shopping*</li> <li>• Self-expression</li> <li>• Role shopping</li> <li>• Enduring involvement with a product/service</li> </ul>	<ul style="list-style-type: none"> <li>• Visual appeal (6 items)</li> <li>• Sensation seeking/entertainment (10)</li> <li>• Exploration/curiosity (6)</li> <li>• Escape (6)</li> <li>• Intrinsic enjoyment (5)</li> <li>• Relaxation (6)</li> <li>• Hang out (8)</li> <li>• Socialise (11)</li> <li>• Self-expression (6)</li> <li>• Role shopping (5)</li> <li>• Enduring involvement with a product/service (9)</li> </ul>	<ul style="list-style-type: none"> <li>• Visual appeal (5)</li> <li>• Sensation seeking/entertainment (4)</li> <li>• Escape (2)</li> <li>• Intrinsic enjoyment/relaxation (6)</li> <li>• Hang out (2)</li> <li>• Socialise (2)</li> <li>• Self-expression (4)</li> <li>• Role shopping (2)</li> <li>• Enduring involvement with a product/service (3)</li> </ul>

Note: \*Motivational dimension label modified as a result of the qualitative studies.

This study has contributed to providing an analysis and a complete, detailed proposal for the various hedonic motivations in online consumption and for the associated measurement scales. To the best of our knowledge, no previous study has done this. First, an initial and exhaustive proposal was prepared for the hedonic motivations in online consumption, based on an in-depth literature review. This proposal, subsequently refined through a qualitative investigation carried out in two phases (consisting of two focus groups and several personal interviews with experts), constitutes an original contribution to the study of browsing and online consumption phenomena and, by extension, to the understanding of the internal trigger for online consumer behaviour. In parallel, measurement scales have been developed for each one of the proposed motivational dimensions. Next, a full dimensional structure of hedonic motivations in online consumptions, and their respective measurement scales, were refined and validated by confirmatory factor analyses. In order to facilitate their eventual use for future investigations, Appendix B includes a detailed relationship of the multi-item scales obtained for every construct following the validation process.

In the end, we arrived at a dimensional structure of nine types of motivations (and 30 items), ordered hierarchically in terms of their importance to explain the meta-hedonic. See Table 5 for synthetic information about the refinement of the dimensional structure, motivation labels and their respective items.

In sum, this study offers value which goes beyond the contributions made by previous investigations, which usually offer partial, non-exhaustive approaches towards delimiting hedonic motivations.

To conclude this section, it is necessary to point out that this study has focused exclusively on hedonic online consumption motivations. This research aim was challenging enough, considering the hitherto lack of full contributions in this regard. Nonetheless, as indicated at the beginning of this article, hedonic motivations are one of the two great motivational categories in online consumption; utilitarian motivations are the others; for an in-depth analysis, see Martínez-López et al. (2014).

## **6 Implications for practitioners**

The relevance and variety of hedonic motivations in online consumption experiences require that marketing strategists of companies pay careful attention to them when deciding upon website design and configuring online media strategies; this is particularly necessary in the prevailing context of social media. Even in online consumption processes strongly oriented towards meeting instrumental objectives (e.g., bank transfers, purchasing school uniforms, or stocking up on food for the home), where one would expect utilitarian motivations to carry more weight, purely hedonic aspects also play a role in the decision process and, above all, in establishing a tie between the consumer and the brand (e.g., Jahn and Kunz, 2012; Schau et al., 2009). While consumers may not expect to be ‘entertained’ (Koufaris et al., 2001) when shopping online, they are more likely to repeat their visit to the virtual store if the experience is attractive and new, if it allows them to expand or improve their social relationships, or if it is entertaining and fun. In these cases, therefore, the hedonic aspects of the website would act as elements which are complementary to the utilitarian elements.

The results suggest that special attention should be paid to determined hedonic motivations, with the aim of enhancing the customers’ consumption experience and motivations on a particular commercial website. In the following paragraphs some implications and practical suggestions are noted, with particular attention paid to the current social web context.

### *6.1 Hang out*

It could be interesting to equip the page with a ‘follow us in ...’ button. In this way, if a link is provided to an image-based social network, such as Instagram (for mobile devices) or Pinterest, consumers would be able to pass the time visualising company products and photos related to the brand. Adding the ‘follow us on Twitter’ button would also prove positive in promoting the benefits sought out by this motivation, since, via this platform, a company can send tweets which might be of eventual interest to their followers. Another initiative to put into practice (also commented on below with respect to other

motivations) would be to promote a brand community or, alternatively, to offer access on the company's webpage to independent (not controlled by the company) communities related to that brand. Finally, it should also be taken into account that some of the aspects involved in promoting other hedonic benefits sought out by consumers may also encourage the consumer to hang out at the company's website.

## 6.2 Sensation seeking

In order to positively stimulate the consumer, some elements related to the company's products/services may be incorporated. Nonetheless, given that it is convenient to maintain certain congruence among the tools the company uses in order to awaken good feelings in the consumer, not all the products/services are equally suitable. However, there is great diversity among companies, among the products and services they offer, and among the written and audio-visual material they use in order to stimulate the visitor. Consider, for example, the *Speaker Series*, produced by North Face along with a number of recognised athletes and adventurers, available free online. What should be sought after here, definitively, is the creation of stronger ties between the consumer and the brand, in addition to offering fun. Furthermore, the Twitter 'follow' button can be incorporated; this would offer the visitor the option of having the company send them consumer tweets about events organised around the brand, thereby providing new experiences. Finally, access to online communities related to the brand may be facilitated; there, the consumer can meet people interested in the company's products and can exchange opinions and experiences with other consumers.

## 6.3 Socialise

The customer's social interaction needs may be attended to by equipping the website with forums and chat areas, thus allowing users to communicate with each other and exchange their opinions and tastes with respect to the company's products/services. Furthermore, if great brand engagement is offered, consumers will act as natural brand endorsers through their posts, thus increasing the consumer base. In this regard, it would be in a company's interest to use Facebook as a platform to sponsor its brand community. The idea is that, while satisfying their socialisation needs, community members have the opportunity to interact with one another, sharing opinions, information, and proposals for the future development of the company's portfolio and image. Besides, these kinds of communities, when properly articulated and maintained by companies, should be able to promote brand engagement among their members.

Likewise, a collateral benefit in meeting socialisation needs through these initiatives is that they may also offer advantages with respect to other types of hedonic motivations; e.g., providing *intrinsic enjoyment* to online consumers (one of the most salient hedonic motivations we have identified in online consumption), or satisfying the benefits sought by online consumers' in regards to *self-expression* and to the *enduring involvement* they may maintain with a brand and/or product/service category (e.g., the official Apple Store in Facebook, where Apple enthusiasts can keep up with the latest apps, leave posts, and engage other community members in discussion about these offerings).

#### 6.4 *Escape*

In order for a company to be able to help their customers use the company's electronic platform to escape, if they so desire, from reality and from their cares or daily chores, the user and browser norms should first be taken into account. This will allow the consumers to feel good about browsing and to focus on the company's website, a convenient step which should provide the online consumer with the sensation of experiencing a kind of e-space on there. Furthermore, it would be of interest to include social media links, such as 'follow us in Pinterest'; these links would take the visitor to a space where consumers could upload images relating to the brand or to the products, out of the box and in use. For example, a company in the food and nutrition sector could post attractive photos of dishes prepared with its products; if the company is service-based, photos related to its services and installations could be displayed (for instance, a spa might show relaxing photos of water, massages, rolled towels, etc.).

#### 6.5 *Visual appeal*

A company's webpage should be functional and attractive and should make use of an adequate combination of colours, thereby offering visitors a pleasant browsing experience. In this way, as discussed in Section 3, the visitor will stay longer, will be more likely to return, and will be more predisposed to make a purchase.

To promote a possible *role shopping* motivation, in the event the online consumer finds him or herself in the circumstances described in order to play this role, a company can offer special promotions for birthdays and for special days such as Valentine's Day, Father's Day and Mother's Day, etc. These promotions may be made communicated on the webpage itself or via social media, in order to attract new followers on social platforms; for example, a company's website could inform consumers that they can learn more about the special promotions being offered by visiting Facebook.

In conclusion, e-tailers should configure their value offer keeping in mind the multiple and varied motivational facets which condition online consumption (and eventual purchase) processes. Therefore, while it is necessary to equip websites with designs which are functional and easy to use and incorporate tools which make the shopping operation fast, comfortable and efficient (such as intuitive browsers, one click purchases, recommendation agents, etc.), these questions are more closely related to utilitarian aspects of online consumption. Companies should also provide hedonic value, taking special care of the hedonic aspects of the online consumption experiences and keeping in mind those visitors who are eventually immersed in more hedonic-oriented consumption processes. Regardless of the above, it is advisable to avoid those aspects which inhibit the inherent enjoyment found in an online consumption process, such as surveys and any kind of unsolicited online ads, slow downloads, browsing errors caused by links which have not been updated, etc. On the other hand, apart from particular situations in which simplicity is necessary (e.g., shopping cart check-outs, online payments, etc.), it is not advisable to offer excessively simple designs which do not change, do not call attention, do not offer browsing freedom, or do not allow consumers to interact with one another or get to know other visitors' opinions. In cases such as these, the response to the consumers' possible hedonic motivations would go unaided, and, in fact, browsing would be so simplistic and ordered that, probably, it would only evoke boredom or apathy.

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## Appendix A

*Hedonic motivations and multi-item measurement scales, obtained after the in-depth literature review and qualitative analyses on which the questionnaire is based*

<i>Dimensions</i>	<i>Item</i>	<i>Items (propositions)</i>	<i>Studies used as a base</i>
D1: Visual appeal	V5	I like to spend time in places which are aesthetically appealing to me, and certainly I find such places on the web	Mathwick et al. (2001, 2002) and qualitative study
	V6	I do not just visit... <i>[my favourite commercial website]</i> to buy things, I like the way the company presents itself on the web, I really feel attracted to browsing there	
	V7	Design aspects of websites and, in general, the audio-visual resources of websites (e.g., symbology, colours, imagery, website's style, etc.) are the factors that persuade me to spend my time online	
	V8	When I browse websites, the visual and design stimuli annoy me (Reversed item)	
	V9	Some of the web pages are really well designed. I can't resist spending some of my browsing time there	
	V10	I get drawn in by the way the products are presented on... <i>[some commercial websites]</i>	
	V11	What draws me in is the excitement of browsing commercial websites	
	V12	Sometimes, I just visit commercial websites for the fun and thrill it gives	
	V13	During my online visits, I feel the excitement of the hunt	
	V14	I develop online consumption processes because I like to be positively surprised	
D2: Sensation seeking/entertainment	V15	I find commercial sites are very catching, they pick me up	Arnold and Reynolds (2003); Babin et al. (1994); Kang and Park-Poaps (2010); Mathwick et al. (2001, 2002); Seo and Green (2008); To et al. (2007) and qualitative study
	V16	I find online consumption stimulating	
	V17	I feel a sense of adventure while consuming online (whether or not I end up buying any item)	
	V18	I feel like I'm on an adventure exploring the content of commercial websites	
	V19	I enjoy surfing commercial sites because there I can act on the 'spur of the moment'	
	V20	To me, online consumption is not just about buying – it's about being entertained	
	V21	I have a lot of fun sharing photos, videos and music files with friends and/or family	
	V22	I go online to experience new things	
	V23	I explore a lot. I browse around and check on... (e.g., <i>Amazon, eBay</i> ) for things that I might never buy unless I find a huge bargain. I enjoy doing that.	
	V24	I enjoy exploring alternative websites	
D3: Explore/curiosity	V25	Having a look at new online stores is generally a waste of time (Reversed item)	Rohm and Swaminathan (2004); Wolfinbarger and Gilly (2001) and qualitative study
	V26	I don't usually visit other online websites other than my favourites, to browse (Reversed item)	
	V27	Online browsing allows me to escape from reality	
	V28	Online consumption allows me to enter a non-thinking, relaxing period	
	V29	Online consumption allows me to forget about work	
	V30	Engaging in online consumption 'takes me away from it all'	
	V31	Visiting commercial web pages makes me feel like I am in another world	
	V32	Doing online consumption makes me feel like I am in my own universe	
D4: Escape			Arnold and Reynolds (2003); Babin et al. (1994); Kang and Park-Poaps (2010); Mathwick et al. (2001, 2002); Seo and Green (2008); To et al. (2007)

*Hedonic motivations and multi-item measurement scales, obtained after the in-depth literature review and qualitative analyses on which the questionnaire is based (continued)*

<i>Dimensions</i>	<i>Item</i>	<i>Items (propositions)</i>	<i>Studies used as a base</i>
D5: Intrinsic enjoyment	V33	I enjoy browsing commercial websites and, eventually, shopping online for their own sake, not just for the things I may eventually purchase	Babin et al. (1994); Mathwick et al. (2001, 2002) and study qualitative
	V34	I engage in online consumption for the pure enjoyment of it	
	V35	Compared to other things I could do, the time spent carrying out online consumption is truly enjoyable.	
	V36	When online, I enjoy being immersed in exciting new products	
	V37	I go visiting commercial sites, not because I have no other option (e.g., closed shops due to late hours), but because I want to	
	V38	When I'm feeling down, I go to certain websites (e.g., <i>YouTube</i> , <i>Faithlog</i> or similar) to check out some funny videos	
	V39	When I'm feeling down, online consumption makes me feel better	
D6: Relaxation	V40	When I want to treat myself to something special, I go online shopping	Arnold and Reynolds (2003); Babin et al. (1994); Kang and Park-Poaps (2010) and qualitative study
	V41	To me, online consumption is a way to relieve stress	
	V42	While browsing commercial websites, I am able to forget my problems	
	V43	Online shopping is great for my mood	
	V44	When I feel like doing nothing in particular, I stay on the internet	
	V45	To pass the time, I engage in online consumption	
	V46	I engage in online consumption during my free time	
D7: Hang out	V47	Downloading interesting... (papers, music, files, etc.), that's what I do in my free time	Seo and Green (2008); Wolfinger and Gilly (2001) and qualitative study
	V48	To me, the internet shopping trip is a nice time out	
	V49	I spend a lot of time browsing rather than buying	
	V50	Ongoing hobby-type searching is what I like to do in my free time	
	V51	I often anticipate the time when I will finally be able to check my favourite websites	
	V52	To me online consumption is a great way to connect with interesting people	
	V53	I stay around on the internet so I won't be alone	
D8: Socialise	V54	The internet allows me to 'go out' and talk about products/hobbies I have with.... (friends, family, etc.) at a time that fits our schedule	Arnold and Reynolds (2003); Kang and Park-Poaps (2010); Rohm and Swaminathan (2004); To et al. (2007) and qualitative study
	V55	I like browsing online commercial sites for the social experience it gives	
	V56	While searching products/services on the internet, I miss the experience of interacting with people (Reversed item)	
	V57	To me, online shopping can be a social occasion	
	V58	To me, online consumption is about sharing experiences, exchanging information with other	
	V59	Online consumption is a great way to develop friendships with other internet shoppers	
	V60	I don't think online shopping is less social	
	V61	To me the web is very much about socialising and sharing things with one another	
	V62	What draws me in is the fact that all my friends are there (i.e., <i>Facebook</i> , <i>Skype</i> , etc.)	

*Hedonic motivations and multi-item measurement scales, obtained after the in-depth literature review and qualitative analyses on which the questionnaire is based (continued)*

<i>Dimensions</i>	<i>Item</i>	<i>Items (propositions)</i>	<i>Studies used as a base</i>
D9: Self-expression	V63	On the web I'm not merely a customer. I have the option to participate, express myself, and leave a mark of my own	Tian et al. (2001) and qualitative study
	V64	It's not just about buying things online, but about taking part in the whole consumption experience by collaborating, posting ideas and/or your own piece of work	
	V65	When I'm given the opportunity to publish my opinion or post something, it makes me feel good, it makes me feel important in some way	
	V66	What's so special about the web is that it provides me with the possibility to actively participate in the consumption process by designing things, giving ideas, connecting and choosing different shopping options according to my wish	
	V67	The web is a great platform where I can satisfy my need for self expression	
	V68	It's great to see what other people have and engage in swapping transactions exchanging music, films, things we like	
	V69	The web is the best place to look for a perfect gift	
	V70	Sometimes I check on the web for products/services that my familiar and relatives (e.g., parents, friends) are interested in	
D10: Role shopping	V71	I like to browse to see what things I could buy for others and me	Arnold and Reynolds (2003); Kang and Park-Poaps (2010) and qualitative study
	V72	I engage in online shopping because it allows me to order a gift that will be directly delivered to the special people in my life who live far away	
	V73	I enjoy shopping online for my friends and family	
	V74	I go online to see what new products are available	
D11: Enduring involvement with a product or service	V75	I like to browse around to check out customers' reviews and opinions	Arnold and Reynolds (2003); Kang and Park-Poaps (2010); To et al. (2007) and qualitative study
	V76	I like to collect certain products, so I often check if there is anything on worth buying	
	V77	I like to be... (e.g., fashion, music, news, etc.) conscious, and to me the internet is the best way to do that	
	V78	I like to be updated on the latest [of your consumption interests], so I constantly check the web for that	
	V79	I go online shopping to keep up with the trends	
	V80	I like to browse to see other people's ideas, opinions about different products and/or services	
	V81	I like to dig about on the web for ideas and things that might be of interest to me	
	V82	Even if I don't plan any purchase, I regularly check if the online prices of... [e.g., plane tickets] are going up or down	

## Appendix B

### *Hedonic dimensions and measurement scales after the validation process*

#### *Visual appeal*

- I like to spend time in places which are aesthetically appealing to me, and certainly I find such places in the web.
- I do not just visit... [my favourite commercial website] to buy things, I like the way how the company presents itself on the web, I really feel attracted to browse around there.
- Design aspects of websites and, in general, the audio-visual resources of websites (e.g., symbols, colours, imagery, website's style, etc.) are the factors that persuade me to spend my time online.
- Some of the web pages are really well designed. I can't resist spending some of my browsing there.
- I get drawn in by the way the products are presented on... [some commercial websites].

#### *Sensation seeking*

- I develop online consumption processes because I like to be positively surprised.
- I find online consumption stimulating.
- I feel a sense of adventure while consuming online (whether or not I end up buying any item).
- I feel like I'm on an adventure exploring the content of commercial websites.

#### *Escape*

- Online consumption allows me to forget about work.
- Engaging in online consumption 'takes me away from it all'.

#### *Intrinsic enjoyment/Relaxation*

- I enjoy browsing commercial websites and, eventually, shopping online for their own sake, not just for the things I may eventually purchase.
- I engage in online consumption for the pure enjoyment of it.
- Compared to other things I could do, the time spent carrying out online consumption is truly enjoyable.
- To me, online consumption is a way to relieve stress.
- While browsing commercial websites, I am able to forget my problems.

- Online shopping is great for my mood.

*Hang out*

- To pass the time, I engage in online consumption.
- I engage in online consumption during my free time.

*Socialise*

- To me, online shopping can be a social occasion.
- Online consumption is a great way to develop friendships with other internet shoppers.

*Self-expression*

- On the web I'm not merely a customer. I have the option to participate, express myself, and leave a mark of my own.
- It's not just about buying things online, but about taking part in the whole consumption experience by collaborating, posting ideas and/or your own piece of work.
- What's so special about the web is that it provides me with the possibility to actively participate in the consumption process by designing things, giving ideas, connecting and choosing different shopping options according to my wish.
- The web is a great platform where I can satisfy my need for self-expression.

*Role shopping*

- The web is the best place to look for a perfect gift.
- Sometimes I check on the web for products/services that my familiar and relatives (e.g., parents, friends) are interested in.

*Enduring involvement with a product or service*

- I like to browse around to check out customers' reviews and opinions.
- I like to be updated on the latest [of your consumption interests], so I constantly check the web for that.
- I like to dig about on the web for ideas and things that might be of my interest.