

UTILITARIAN AND HEDONIC VALUE PERCEPTIONS AS DETERMINANTS OF ONLINE SHOPPING ADOPTION AMONG SEMI-URBAN CONSUMERS

¹VISWANATH K C, ²DR. T. NARAYANA REDDY

¹ RESEARCH SCHOLAR, JNTU ANANTAPUR, ANANTHAPURAMU. EMAIL: viswanathkc@gmail.com

² PROFESSOR AND HEAD, JNTUA SCHOOL OF MANAGEMENT STUDIES, JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR (JNTUA), ANANTHAPURAMU, EMAIL: tnreddyjntua@gmail.com,

Abstract

The expansion of online retailing into semi-urban markets has highlighted the need to understand the value-based factors that drive online shopping adoption beyond urban contexts. This study examines the influence of utilitarian and hedonic value perceptions on online shopping adoption among semi-urban consumers, with attitude toward online shopping serving as a mediating variable. Data were collected from 812 semi-urban consumers with prior online shopping experience using a structured questionnaire. Exploratory factor analysis, multiple regression, and regression-based mediation analysis were employed to test the proposed relationships. The results indicate that both utilitarian and hedonic value perceptions significantly enhance consumers' attitudes toward online shopping. Attitude toward online shopping, in turn, has a strong positive effect on online shopping adoption. Mediation analysis confirms that attitude partially mediates the relationships between value perceptions and adoption behavior, with utilitarian value exerting both direct and indirect effects, while hedonic value primarily influences adoption through attitude formation. The findings highlight the importance of integrating functional efficiency and experiential engagement in online retail strategies targeting semi-urban consumers. The study contributes to consumer behavior literature by offering a value-based explanation of online shopping adoption using transparent, non-SEM analytical techniques.

Keywords: Utilitarian Value; Hedonic Value; Attitude toward Online Shopping; Online Shopping Adoption; Semi-Urban Consumers; Regression Analysis

1. INTRODUCTION

The rapid growth of digital technologies and e-commerce platforms has fundamentally altered consumer shopping behavior, enabling online retail adoption beyond metropolitan and urban regions. In recent years, semi-urban markets have emerged as critical growth segments for online retailers due to increasing internet penetration, smartphone usage, and exposure to digital payment systems. However, online shopping adoption in these regions is not driven solely by technological access; rather, it is strongly influenced by the value perceptions consumers derive from online shopping experiences (Childers et al., 2001; Overby & Lee, 2006).

Consumer value perceptions in online shopping contexts are broadly categorized into utilitarian value and hedonic value. Utilitarian value reflects the functional, task-oriented benefits of online shopping, such as convenience, efficiency, monetary savings, and access to product information (Babin, Darden, & Griffin, 1994). In contrast, hedonic value represents the experiential and emotional benefits derived from the shopping process, including enjoyment, excitement, entertainment, and social interaction (Holbrook & Hirschman, 1982). These dual value dimensions jointly shape consumers' overall evaluations of online shopping platforms and influence their willingness to adopt and continue using them.

Prior research suggests that utilitarian value plays a dominant role in contexts where consumers emphasize rational decision-making and efficiency, while hedonic value becomes more salient when shopping is perceived as an enjoyable or emotionally rewarding activity (Childers et al., 2001; To, Liao, & Lin, 2007). In semi-urban settings, where consumers often exhibit cautious purchasing behavior and heightened sensitivity to value for money, the relative influence of utilitarian and hedonic value perceptions on online shopping adoption remains an important empirical question. Understanding this balance is essential for explaining why some consumers readily adopt online shopping, while others remain reluctant despite similar access to digital infrastructure.

Attitude toward online shopping serves as a key psychological mechanism linking value perceptions to adoption behavior. Attitudinal theory posits that consumers form favorable or unfavorable evaluations based on their assessment of perceived benefits, which subsequently guide behavioral decisions (Ajzen, 1991). In online shopping environments, positive utilitarian and hedonic value perceptions are expected to enhance favorable attitudes, thereby increasing the likelihood of adoption. However, existing studies often examine utilitarian and hedonic values independently or focus primarily on urban consumers, offering limited insights into their combined effects within semi-urban markets.

Moreover, much of the existing literature relies heavily on advanced modeling techniques such as Structural Equation Modeling, while comparatively fewer studies employ regression-based and mediation approaches to unpack the objective-wise influence of value perceptions on adoption behavior. Regression and mediation-based analyses offer clearer interpretability and practical relevance, particularly for identifying the relative importance of specific value dimensions in shaping consumer attitudes and adoption decisions.

Against this backdrop, the present study investigates the role of utilitarian and hedonic value perceptions as determinants of online shopping adoption among semi-urban consumers, with attitude toward online shopping serving as a mediating variable. By adopting a value-based framework and employing objective-wise statistical tools, the study aims to provide a nuanced understanding of how functional and experiential benefits drive online shopping adoption beyond urban markets. The findings are expected to contribute to consumer behavior literature and offer actionable insights for e-commerce firms seeking to tailor value propositions for semi-urban consumers.

2. RESEARCH PROBLEM AND MOTIVATION

The rapid diffusion of e-commerce technologies has significantly transformed consumer purchasing behavior, extending online shopping adoption beyond urban and metropolitan markets into semi-urban regions. While increased internet penetration, smartphone usage, and digital payment infrastructure have facilitated access to online shopping platforms, adoption rates in semi-urban areas remain inconsistent and cautious (Pavlou, 2003; Lian & Yen, 2014). This indicates that technological readiness alone does not fully explain online shopping adoption and that consumer evaluations of perceived value play a crucial role in shaping adoption behavior.

Consumer value theory suggests that shopping behavior is driven by both utilitarian value and hedonic value. Utilitarian value reflects functional and goal-oriented benefits such as convenience, efficiency, time savings, price advantages, and access to information, which are particularly salient in online shopping environments (Babin et al., 1994; Overby & Lee, 2006; Kim et al., 2007). In contrast, hedonic value captures experiential and emotional aspects of shopping, including enjoyment, excitement, entertainment, and social gratification derived from the shopping process (Holbrook & Hirschman, 1982; Arnold & Reynolds, 2003). Prior studies have established that both value dimensions significantly influence consumers' evaluations and behavioral outcomes in online retail contexts (Childers et al., 2001; To et al., 2007).

Despite this recognition, existing research exhibits two notable limitations. First, much of the empirical literature focuses predominantly on urban consumers or technologically advanced markets, thereby offering limited insights into semi-urban contexts where consumers may exhibit higher price sensitivity, stronger value consciousness, and a more cautious adoption orientation (Kumar & Anjaly, 2017; Ladhari et al., 2017). Second, prior studies often examine utilitarian and hedonic values in isolation or emphasize direct effects on behavioral intention, providing limited understanding of the attitudinal mechanisms through which value perceptions translate into adoption decisions (Ajzen, 1991; Ha & Stoel, 2009).

The research problem addressed in this study therefore lies in the insufficient empirical evidence on how utilitarian and hedonic value perceptions jointly influence attitude formation and online shopping adoption among semi-urban consumers. While attitude is widely recognized as a key antecedent of behavioral intention, its mediating role in the value–adoption relationship remains underexplored in semi-urban settings (Fishbein & Ajzen, 1975; Pavlou, 2003). This gap limits both theoretical advancement and managerial decision-making regarding value proposition design for emerging consumer segments.

The motivation for undertaking this study is threefold. From a theoretical perspective, the study seeks to extend consumer value and attitudinal theories by integrating utilitarian and hedonic value perceptions within a unified framework to explain online shopping adoption in semi-urban markets. From a methodological perspective, the study adopts objective-wise regression and mediation-based analytical techniques, offering a transparent and interpretable alternative to predominantly SEM-driven research in this domain (Hayes, 2018). From a practical perspective, identifying the specific value drivers that shape consumer attitudes and adoption decisions can enable online retailers to tailor platform features, pricing strategies, and experiential elements to better align with the expectations of semi-urban consumers. By addressing these gaps, the study aims to contribute to a more comprehensive understanding of value-driven online shopping adoption and provide actionable insights for expanding e-commerce engagement beyond urban markets.

3. REVIEW OF LITERATURE

3.1. Utilitarian Value in Online Shopping

Utilitarian value refers to the functional and task-oriented benefits that consumers derive from shopping activities. In the context of online shopping, utilitarian value is associated with attributes such as convenience, efficiency, time savings, price advantages, ease of information search, and transaction effectiveness (Babin et al., 1994; Overby & Lee, 2006). Online platforms enable consumers to compare products, access detailed information, and complete purchases with minimal physical effort, thereby enhancing perceived utilitarian benefits.

Empirical studies have consistently demonstrated that utilitarian value plays a significant role in shaping consumers' attitudes toward online shopping and their subsequent adoption behavior. Childers et al. (2001) found that functional benefits such as convenience and usefulness strongly influence consumers' acceptance of online retail platforms. Similarly, Kim, Chan, and Gupta (2007) reported that perceived usefulness and efficiency

significantly enhance consumers' favorable evaluations of online shopping, particularly in contexts where consumers prioritize value for money.

In semi-urban settings, utilitarian value may assume greater importance due to higher price sensitivity and pragmatic decision-making tendencies. Consumers in such contexts often emphasize tangible benefits such as cost savings, reliability, and ease of use when evaluating online shopping options (Kumar & Anjaly, 2017). However, despite its acknowledged importance, the relative impact of utilitarian value on attitude formation and adoption behavior in semi-urban markets remains insufficiently explored.

3.2. Hedonic Value in Online Shopping

Hedonic value captures the experiential, emotional, and symbolic aspects of the shopping experience. Drawing from experiential consumption theory, hedonic value reflects feelings of enjoyment, excitement, entertainment, and emotional gratification derived from the shopping process itself (Holbrook & Hirschman, 1982). In online shopping environments, interactive interfaces, personalized recommendations, gamified features, and social engagement opportunities contribute to enhanced hedonic value (Arnold & Reynolds, 2003; To et al., 2007).

Prior research suggests that hedonic value significantly influences consumers' emotional responses and attitudes toward online shopping. Childers et al. (2001) highlighted that enjoyment and fun are key determinants of consumers' intention to shop online, particularly for discretionary and lifestyle products. Ha and Stoel (2009) further demonstrated that hedonic motivations positively affect attitude and purchase intention in online retail contexts, reinforcing the role of experiential benefits in shaping consumer behavior.

Nevertheless, the influence of hedonic value may vary across consumer segments and geographic contexts. In semi-urban markets, where consumers may initially approach online shopping with caution, hedonic value could function as a supplementary driver that enhances emotional engagement once functional expectations are met. Despite this potential, empirical evidence examining hedonic value perceptions among semi-urban consumers remains limited.

3.3. Attitude toward Online Shopping and Adoption Behavior

Attitude toward online shopping represents a consumer's overall evaluative judgment based on perceived benefits and experiences associated with online purchasing. According to attitudinal theory, favorable attitudes increase the likelihood of adoption and continued usage, while unfavorable attitudes discourage engagement (Ajzen, 1991; Fishbein & Ajzen, 1975). In online shopping contexts, attitude has been consistently identified as a strong predictor of adoption and purchase intention (Pavlou, 2003; Zhou et al., 2007).

Several studies have established that both utilitarian and hedonic value perceptions significantly contribute to attitude formation. Functional benefits strengthen rational evaluations, while experiential benefits enhance emotional attachment, together shaping a favorable attitude toward online shopping (Babin et al., 1994; To et al., 2007). This attitude subsequently acts as a psychological mechanism that translates value perceptions into adoption behavior.

However, much of the existing literature emphasizes direct relationships between value perceptions and behavioral intention, offering limited examination of attitude as a mediating variable, particularly in semi-urban contexts. Moreover, the majority of empirical studies focus on urban or developed markets, thereby restricting the generalizability of findings to emerging semi-urban consumer segments (Lian & Yen, 2014).

3.4. Research Gap

A critical review of existing literature reveals several gaps. First, there is a lack of integrated studies that simultaneously examine utilitarian and hedonic value perceptions within a unified framework to explain online shopping adoption among semi-urban consumers. Second, limited attention has been paid to the mediating role of attitude in the relationship between value perceptions and adoption behavior. Third, most studies rely heavily on advanced modeling techniques, with comparatively fewer investigations employing regression- and mediation-based approaches that offer clearer interpretability for practitioners. Addressing these gaps, the present study investigates the influence of utilitarian and hedonic value perceptions on online shopping adoption, with attitude serving as a mediating mechanism, using objective-wise statistical tools in a semi-urban context.

4. RESEARCH OBJECTIVES

The present study aims to examine the role of value perceptions in shaping online shopping adoption among semi-urban consumers. Specifically, the study seeks to:

- To examine the influence of utilitarian value perceptions on consumers' attitude toward online shopping.
- To examine the influence of hedonic value perceptions on consumers' attitude toward online shopping.
- To analyze the effect of attitude toward online shopping on online shopping adoption.
- To investigate the mediating role of attitude in the relationship between utilitarian value perceptions and online shopping adoption.
- To investigate the mediating role of attitude in the relationship between hedonic value perceptions and online shopping adoption.

5. HYPOTHESES

Drawing from consumer value theory and attitudinal frameworks, the present study proposes that consumers' evaluations of online shopping are shaped by both functional and experiential value perceptions, which

subsequently influence adoption behavior through attitude formation. Accordingly, the following hypotheses are formulated:

- H1: Utilitarian value perceptions have a significant positive effect on attitude toward online shopping.
- H2: Hedonic value perceptions have a significant positive effect on attitude toward online shopping.
- H3: Attitude toward online shopping has a significant positive effect on online shopping adoption.
- H4: Attitude toward online shopping mediates the relationship between utilitarian value perceptions and online shopping adoption.
- H5: Attitude toward online shopping mediates the relationship between hedonic value perceptions and online shopping adoption.

6. CONCEPTUAL FRAMEWORK AND MODEL LOGIC

The conceptual framework of the present study is grounded in consumer value theory and attitudinal models of consumer behavior, which posit that consumers' adoption decisions are shaped by their evaluation of both functional and experiential benefits associated with a product or service. In the context of online shopping, consumers assess the value they derive from online platforms before forming attitudes and deciding whether to adopt or continue using such platforms.

Within this framework, utilitarian value perceptions and hedonic value perceptions are conceptualized as key antecedents influencing consumers' attitude toward online shopping. Utilitarian value reflects the functional and task-oriented benefits of online shopping, such as convenience, efficiency, time savings, price advantages, and access to product information. These benefits enable consumers to accomplish shopping goals effectively and are particularly salient in contexts where consumers emphasize rational evaluation and value for money.

In contrast, hedonic value perceptions capture the experiential and emotional benefits derived from online shopping, including enjoyment, excitement, entertainment, and emotional gratification. Online shopping environments increasingly incorporate interactive interfaces, personalized features, and engaging content, which enhance the hedonic experience and contribute to positive emotional responses toward the shopping process.

The framework further posits that attitude toward online shopping serves as a central psychological mechanism linking value perceptions to adoption behavior. Attitude represents consumers' overall evaluative judgment formed through the assessment of perceived benefits. Favorable utilitarian and hedonic value perceptions are expected to strengthen positive attitudes toward online shopping, which in turn increase the likelihood of online shopping adoption.

Finally, online shopping adoption is conceptualized as the outcome variable reflecting consumers' willingness to engage in or continue using online shopping platforms. The model assumes that value perceptions do not influence adoption behavior directly in isolation; rather, their impact is substantially transmitted through the formation of attitudes. Accordingly, attitude is positioned as a mediating variable in the relationships between utilitarian value, hedonic value, and online shopping adoption.

Overall, the proposed conceptual framework integrates functional and experiential value perspectives to explain online shopping adoption among semi-urban consumers. By adopting a value-based approach and employing regression- and mediation-based analytical techniques, the framework offers a parsimonious yet theoretically robust explanation of how value perceptions shape attitudes and drive adoption decisions in semi-urban contexts.

7. SAMPLE SIZE AND TECHNIQUE

The target population of the present study comprised consumers residing in semi-urban areas who had prior experience with online shopping. A purposive sampling technique was employed to ensure that respondents were capable of meaningfully evaluating utilitarian value, hedonic value, attitude toward online shopping, and adoption behavior.

For the purpose of this article, a construct-specific sub-sample was drawn from the broader dataset used in the related study. After screening the responses for completeness and consistency with respect to utilitarian and hedonic value measures, a total of 812 valid responses were retained for analysis. Responses with missing values or inconsistent answers related to value perception items were excluded.

The final sample size of 812 respondents was considered adequate for conducting Exploratory Factor Analysis, multiple regression analysis, and mediation analysis using regression-based approaches. Prior methodological guidelines indicate that regression and PROCESS-based mediation analyses achieve sufficient statistical power with samples well above 300 observations, particularly when multiple predictors are included (Hair et al., 2019; Hayes, 2018).

By employing a reduced but analytically sufficient sub-sample and a non-SEM analytical approach, the present study maintains methodological rigor while ensuring clear differentiation from SEM-based investigations. The adopted sampling strategy thus supports reliable estimation and meaningful interpretation of the relationships among utilitarian value, hedonic value, attitude, and online shopping adoption in a semi-urban context.

8. ANALYSIS

8.1. To examine the influence of utilitarian value perceptions on attitude toward online shopping (Objective 1)

Component	Details
Model Summary	R = 0.693 • R ² = 0.480 • Adjusted R ² = 0.476 • Std. Error = 0.512
ANOVA	F(5, 806) = 141.36, p < 0.001
Predictors (β)	
Product Information	β = 0.24, t = 6.12, p < 0.001
Monetary Savings	β = 0.29, t = 7.45, p < 0.001
Ease of Use	β = 0.21, t = 5.38, p < 0.001
Convenience	β = 0.18, t = 4.67, p < 0.001
Customer Service	β = 0.16, t = 4.02, p < 0.001
Dependent Variable: Attitude toward Online Shopping	

The combined regression results indicate a strong and statistically significant relationship between utilitarian value perceptions and attitude toward online shopping. The model explains 48% of the variance in consumers' attitudes, confirming the substantial role of utilitarian benefits in shaping favorable evaluations. The significant F-statistic indicates that the model is well specified. Among the utilitarian dimensions, monetary savings and product information exert the strongest influence, highlighting the importance of economic efficiency and informed decision-making for semi-urban consumers.

8.2. To examine the influence of hedonic value perceptions on attitude toward online shopping (Objective 2)

Component	Details
Model Summary	R = 0.648 • R ² = 0.420 • Adjusted R ² = 0.416 • Std. Error = 0.536
ANOVA	F(4, 807) = 146.23, p < 0.001
Predictors (β)	
Enjoyment	β = 0.31, t = 7.82, p < 0.001
Role Shopping	β = 0.24, t = 6.15, p < 0.001
Best Deal Excitement	β = 0.21, t = 5.48, p < 0.001
Social Value	β = 0.18, t = 4.67, p < 0.001
Dependent Variable: Attitude toward Online Shopping	

The regression results demonstrate that hedonic value perceptions have a significant and positive influence on attitude toward online shopping. The model explains 42% of the variance in consumers' attitudes, indicating that experiential and emotional benefits substantially contribute to favorable evaluations of online shopping platforms. Among the hedonic dimensions, enjoyment emerged as the strongest predictor, suggesting that pleasurable and engaging shopping experiences enhance positive attitudes among semi-urban consumers. The significant F-statistic confirms that the model is statistically robust.

8.3. To analyze the effect of attitude toward online shopping on online shopping adoption (Objective 3)

Component	Details
Model Summary	R = 0.671 • R ² = 0.450 • Adjusted R ² = 0.449 • Std. Error = 0.521
ANOVA	F(1, 810) = 663.84, p < 0.001

Predictor (β)	
Attitude toward Online Shopping	$\beta = 0.67, t = 25.76, p < 0.001$
Dependent Variable: Online Shopping Adoption	

The regression results indicate that attitude toward online shopping has a strong and statistically significant positive effect on online shopping adoption. The model explains 45% of the variance in adoption behavior, demonstrating the central role of attitude in driving consumers' willingness to adopt online shopping platforms. The large F-statistic and highly significant t-value confirm the robustness of the model. These findings suggest that favorable evaluations of online shopping substantially enhance adoption among semi-urban consumers.

8.4. To investigate the mediating role of attitude in the relationship between utilitarian value perceptions and online shopping adoption (Objective 4)

Effect Type	Path	Effect Value	Boot LLCI	Boot ULCI	Result
Direct Effect	Utilitarian Value \rightarrow Adoption	0.29	0.24	0.34	Significant
Indirect Effect	Utilitarian Value \rightarrow Attitude \rightarrow Adoption	0.18	0.13	0.23	Significant
Total Effect	Utilitarian Value \rightarrow Adoption	0.47	0.41	0.53	Significant

The mediation analysis results indicate that attitude toward online shopping significantly mediates the relationship between utilitarian value perceptions and online shopping adoption. The indirect effect is statistically significant, as the bootstrapped confidence interval does not include zero, confirming the presence of mediation. The direct effect of utilitarian value on adoption remains significant even after including attitude in the model, indicating partial mediation.

These findings suggest that utilitarian value perceptions influence online shopping adoption both directly and indirectly by shaping consumers' attitudes. Functional benefits such as convenience, efficiency, and monetary savings not only encourage adoption independently but also enhance favorable attitudes, which further strengthen adoption behavior among semi-urban consumers.

8.5. To investigate the mediating role of attitude in the relationship between hedonic value perceptions and online shopping adoption. (Objective 5)

Effect Type	Path	Effect Value	Boot LLCI	Boot ULCI	Result
Direct Effect	Hedonic Value \rightarrow Adoption	0.21	0.16	0.26	Significant
Indirect Effect	Hedonic Value \rightarrow Attitude \rightarrow Adoption	0.26	0.21	0.31	Significant
Total Effect	Hedonic Value \rightarrow Adoption	0.47	0.41	0.53	Significant

The mediation analysis reveals that attitude toward online shopping significantly mediates the relationship between hedonic value perceptions and online shopping adoption. The indirect effect is statistically significant, as the bootstrapped confidence interval excludes zero, confirming mediation. Although the direct effect of hedonic value on adoption remains significant, the magnitude of the indirect effect is comparatively stronger, indicating partial mediation with a dominant indirect pathway.

These findings suggest that hedonic value perceptions primarily influence online shopping adoption by enhancing positive attitudes. Enjoyment, excitement, and emotional gratification derived from online shopping play a crucial role in shaping favorable evaluations, which in turn drive adoption behavior among semi-urban consumers.

9. HYPOTHESES TESTING

Based on the results of multiple regression and mediation analyses, the hypotheses proposed in the study were tested. The outcomes of hypothesis testing are summarized and presented below

Hypothesis	Statement	Statistical Evidence	Decision
H1	Utilitarian value perceptions have a significant positive effect on attitude toward online shopping.	$\beta = 0.48, p < 0.001$	Accepted
H2	Hedonic value perceptions have a significant positive effect on attitude toward online shopping.	$\beta = 0.42, p < 0.001$	Accepted
H3	Attitude toward online shopping has a significant positive effect on online shopping adoption.	$\beta = 0.67, p < 0.001$	Accepted
H4	Attitude mediates the relationship between utilitarian value perceptions and online shopping adoption.	Significant indirect effect (Boot CI excludes zero)	Accepted
H5	Attitude mediates the relationship between hedonic value perceptions and online shopping adoption.	Significant indirect effect (Boot CI excludes zero)	Accepted

The hypothesis testing results indicate that all proposed hypotheses are statistically supported. Utilitarian and hedonic value perceptions significantly enhance consumers' attitudes toward online shopping, confirming the importance of both functional and experiential benefits. Attitude toward online shopping, in turn, strongly influences online shopping adoption, highlighting its central role in consumer decision-making.

Further, mediation analysis confirms that attitude functions as a significant psychological mechanism through which both utilitarian and hedonic value perceptions translate into adoption behavior. These findings validate the proposed conceptual framework and reinforce the relevance of value-based evaluations in explaining online shopping adoption among semi-urban consumers.

10. DISCUSSION & FINDINGS

The present study examined how utilitarian and hedonic value perceptions influence online shopping adoption among semi-urban consumers, with attitude toward online shopping serving as a mediating mechanism. The findings provide important insights into the relative importance of functional and experiential benefits in shaping consumer adoption behavior in semi-urban contexts.

The findings indicate that utilitarian value perceptions significantly and positively influence attitude toward online shopping. Functional benefits such as monetary savings, access to product information, ease of use, convenience, and customer service collectively enhance favorable evaluations of online shopping platforms. Among these, monetary savings and product information emerged as the most influential factors, suggesting that semi-urban consumers place strong emphasis on economic efficiency and informed decision-making. This reflects a pragmatic orientation, where consumers evaluate online shopping primarily based on its ability to deliver tangible and task-oriented benefits.

Further, the mediation results reveal that attitude partially mediates the relationship between utilitarian value and online shopping adoption. This indicates that utilitarian benefits encourage adoption both directly and indirectly by strengthening positive attitudes. Thus, functional value perceptions not only motivate adoption on their own but also shape favorable evaluations that further reinforce adoption behavior.

The study also finds that hedonic value perceptions have a significant positive influence on attitude toward online shopping. Experiential benefits such as enjoyment, excitement, role shopping, and social value contribute meaningfully to consumers' positive evaluations of online shopping. Enjoyment emerged as the strongest hedonic driver, highlighting the role of pleasurable and engaging shopping experiences in shaping favorable attitudes, even in semi-urban markets.

The mediation analysis further demonstrates that attitude plays a dominant mediating role in the relationship between hedonic value and online shopping adoption. While hedonic value also has a direct effect on adoption, its influence is primarily transmitted through attitude formation. This suggests that experiential benefits shape adoption mainly by enhancing emotional and evaluative responses rather than acting as standalone drivers.

A key finding of the study is the strong and positive effect of attitude toward online shopping on adoption behavior. Attitude explains a substantial proportion of variance in online shopping adoption, confirming its pivotal role in translating value perceptions into actual behavioral outcomes. Semi-urban consumers are more likely to adopt online shopping when they hold favorable overall evaluations, formed through a combination of functional efficiency and enjoyable experiences.

Collectively, the findings highlight that both utilitarian and hedonic values are essential for explaining online shopping adoption, though their influence operates through different mechanisms. Utilitarian value exerts a strong direct and indirect effect, reflecting rational and goal-oriented decision-making, while hedonic value primarily influences adoption by shaping positive attitudes. The study thus underscores the importance of adopting a balanced value-based approach, integrating both functional and experiential dimensions to understand and encourage online shopping adoption among semi-urban consumers.

11. CONCLUSION

The present study examined the role of utilitarian and hedonic value perceptions in shaping online shopping adoption among semi-urban consumers, with attitude toward online shopping serving as a mediating mechanism. The findings reveal that both functional and experiential value perceptions significantly influence consumers' evaluations of online shopping, which in turn drive adoption behavior.

Utilitarian value perceptions, particularly those related to monetary savings, product information, and ease of use, emerged as strong determinants of favorable attitudes and adoption. At the same time, hedonic value perceptions such as enjoyment and excitement also contributed meaningfully by enhancing positive evaluations of the online shopping experience. Notably, attitude toward online shopping played a central role in translating value perceptions into adoption behavior, acting as a key psychological conduit between perceived benefits and consumer action.

Overall, the study highlights that online shopping adoption in semi-urban markets is driven by a combination of rational efficiency and experiential engagement. By adopting a value-based perspective and employing regression and mediation-based analyses, the study provides a clear and practical understanding of consumer adoption behavior beyond urban contexts. The findings contribute to consumer behavior literature and offer useful insights for designing online retail strategies that align with the expectations and preferences of semi-urban consumers.

12. SCOPE FOR FUTURE RESEARCH

While the present study provides valuable insights into value-driven online shopping adoption among semi-urban consumers, several avenues remain open for future research. First, future studies may extend the framework to rural and metropolitan contexts to examine whether the relative influence of utilitarian and hedonic value perceptions differs across geographic settings. Comparative analyses could enhance the generalizability of the findings.

Second, future research may incorporate moderating variables such as digital literacy, trust, perceived risk, or prior online shopping experience to better understand heterogeneity among consumer segments. Such extensions would provide deeper insights into how individual and contextual factors shape value perceptions and adoption behavior.

Third, longitudinal research designs could be employed to examine changes in value perceptions and attitudes over time, particularly as consumers gain familiarity with online shopping platforms. This would allow researchers to capture dynamic shifts in adoption behavior.

Finally, future studies may explore product-category-specific or platform-specific contexts, as utilitarian and hedonic values may vary across product types and e-commerce platforms. Employing qualitative or mixed-method approaches could further enrich understanding of consumers' value perceptions and decision-making processes in online shopping environments.

REFERENCES

13. Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
14. Arnold, M. J., & Reynolds, K. E. (2003). Hedonic shopping motivations. *Journal of Retailing*, 79(2), 77–95. [https://doi.org/10.1016/S0022-4359\(03\)00007-1](https://doi.org/10.1016/S0022-4359(03)00007-1)
15. Babin, B. J., Darden, W. R., & Griffin, M. (1994). Work and/or fun: Measuring hedonic and utilitarian shopping value. *Journal of Consumer Research*, 20(4), 644–656. <https://doi.org/10.1086/209376>
16. Childers, T. L., Carr, C. L., Peck, J., & Carson, S. (2001). Hedonic and utilitarian motivations for online retail shopping behavior. *Journal of Retailing*, 77(4), 511–535. [https://doi.org/10.1016/S0022-4359\(01\)00056-2](https://doi.org/10.1016/S0022-4359(01)00056-2)
17. Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention, and behavior: An introduction to theory and research*. Addison-Wesley.
18. Ha, S., & Stoel, L. (2009). Consumer e-shopping acceptance: Antecedents in a technology acceptance model. *Journal of Business Research*, 62(5), 565–571. <https://doi.org/10.1016/j.jbusres.2008.06.016>
19. Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate data analysis* (8th ed.). Cengage Learning.
20. Hayes, A. F. (2018). *Introduction to mediation, moderation, and conditional process analysis: A regression-based approach* (2nd ed.). Guilford Press.
21. Holbrook, M. B., & Hirschman, E. C. (1982). The experiential aspects of consumption: Consumer fantasies, feelings, and fun. *Journal of Consumer Research*, 9(2), 132–140. <https://doi.org/10.1086/208906>

22. Kim, H. W., Chan, H. C., & Gupta, S. (2007). Value-based adoption of mobile internet: An empirical investigation. *Decision Support Systems*, 43(1), 111–126. <https://doi.org/10.1016/j.dss.2005.05.009>
23. Kumar, A., & Anjaly, B. (2017). How to measure post-purchase customer experience in online retailing: A scale development study. *International Journal of Retail & Distribution Management*, 45(12), 1277–1297.
24. <https://doi.org/10.1108/IJRDM-01-2017-0002>
25. Ladhari, R., Gonthier, J., & Lajante, M. (2017). Generation Y and online fashion shopping: Orientations and profiles. *Journal of Retailing and Consumer Services*, 39, 192–200.
26. <https://doi.org/10.1016/j.jretconser.2017.08.003>
27. Lian, J.-W., & Yen, D. C. (2014). Online shopping drivers and barriers for older adults: Age and gender differences. *Computers in Human Behavior*, 37, 133–143. <https://doi.org/10.1016/j.chb.2014.04.028>
28. Overby, J. W., & Lee, E.-J. (2006). The effects of utilitarian and hedonic online shopping value on consumer preference and intentions. *Journal of Business Research*, 59(10–11), 1160–1166.
29. <https://doi.org/10.1016/j.jbusres.2006.03.008>
30. Pavlou, P. A. (2003). Consumer acceptance of electronic commerce: Integrating trust and risk with the technology acceptance model. *International Journal of Electronic Commerce*, 7(3), 101–134.
31. <https://doi.org/10.1080/10864415.2003.11044275>
32. To, P.-L., Liao, C., & Lin, T.-H. (2007). Shopping motivations on Internet: A study based on utilitarian and hedonic value. *Technovation*, 27(12), 774–787. <https://doi.org/10.1016/j.technovation.2007.01.001>
33. Zhou, L., Dai, L., & Zhang, D. (2007). Online shopping acceptance model—A critical survey of consumer factors in online shopping. *Journal of Electronic Commerce Research*, 8(1), 41–62.