

Your shopping well-being matters to us!



Ever wondered what online shopping does for your well-being? Think about which part of the online shopping experience makes you happy. For some people, it is about escapism and for others it is simply about convenience.

A study was conducted by Valerie Mbulo, a [Master's](#) student in the [Department of Marketing Management](#) to investigate shopping well-being and online shopping motivations experienced by consumers. The aim of the study was to investigate the three antecedents of shopping well-being, namely hedonic values, utilitarian values and e-satisfaction in a South African context.

Technological advancements in e-commerce has resulted in marketers incorporating online shopping into strategies to retain and attract consumers. Shoppers who are driven by utilitarian values are driven by pure convenience. Shoppers who are driven by hedonic values associate shopping with positive emotions (e.g. delight) regardless of concluding a purchase or not. Shoppers who conclude an online purchase may experience feelings of contentment and satisfaction. This is based on the evaluation of the entire shopping experience and referred to as e-satisfaction. These factors have an impact on shopping well-being which has continued to be a fundamental construct in retail shopping research.

Data was collected by means of an online questionnaire from 159 South Africans aged 18 years old and older. These respondents had engaged in online shopping. Findings revealed that hedonic values have a strong effect on shopping well-being. Utilitarian values and e-satisfaction proved to have little effect on shopping well-being. Moreover, findings revealed that both hedonic and utilitarian values affect e-satisfaction.

Managers should create an enjoyable online shopping experience to foster a positive shopping well-being. Furthermore, an understanding that e-satisfaction is grounded in

both hedonic and utilitarianism helps managers assure gratifying and convenient e-commerce platforms. Future research can have the study replicated in other developing countries and a comparative study can be conducted.

This research was conducted as part of the fulfilment of the [Master's degree in Marketing Management](#) in 2021 with the [Department of Marketing Management](#) by Valerie Mbulo under the supervision of [Dr Tinashe Ndoro](#).