

The Scope of Social Media Browsing and Online Shopping for Mauritian E-Retailers: A Study Based on Utilitarian and Hedonic Values

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ABSTRACT

Social media has enticed users in several ways and one of them is through online shopping. This has allured businesses to use diverse measures to achieve a competitive edge and to endorse their products and services to consumers through social media sites. However, till now limited research has been carried out in Mauritius to explore the business potential of social media. The aim of this study is to shed light on the prospect that social media holds by using hedonic and utilitarian motivational theory. The study also investigates whether perceived privacy, security and product risk influence online shopping. We use online survey for the purpose of primary data collection. The analysis reveals that convenience, cost saving, socializing and trend discovery and adventure positively influence the intention to browse and purchase through social media. Information availability, product selection, privacy, security and product risk, do not influence the purchase intention of users. Additionally, findings show that there is no significant relationship between perceived privacy, security and product risk and purchase intention. The findings of the study hold practical implications for Mauritian E-Retailers by providing insightful information about the relevant factors that motivate consumers to shop online.

Keywords: Social Media, Hedonic and utilitarian Theory, Mauritius

1 INTRODUCTION

The rise of technology has revolutionized the way marketers do and regard businesses.

Today with the growth of the internet, social media has taken an important role in acting as a medium of communication from both marketers to consumers and consumers to marketers. Thus, online social media has become an important communication channel. For instance, nowadays, consumers are participating in a variety of activities, from consuming content to sharing knowledge, experiences, opinions, and involve in discussion with other consumers online (Heinonen, 2011). Given that social media has revolutionized the relationship that marketers share with retailers, suppliers and ultimately with customers, social media has placed consumers back to the core of the business world and hence, provide marketers with an innovative medium to communicate with consumers. Motivated by the fact that social media is growing in popularity at an alarming stage, businesses are interested more than ever in tapping into opportunities that social media sites provide. Therefore, an understanding of factors which influence consumers to use social media sites becomes imperative in the local context.

Understanding how consumers behave in terms of their attitude towards purchase intention has been of interest to many researchers and online shopping behavior has been investigated from many perspectives. For instance, online purchase behavior has been tested from the perspective of the Technology Acceptance Model, (Koufaris, 2002), extended Technology Acceptance Model, (Pavlou, 2003), Theories of Planned Behaviour, (Pavlou and Fygenon, 2006), Perceived Behavioral Control, (George, 2004; Yang *et al.*, 2007). In addition, online shopping behavior on social media sites has also been investigated from the point of view of Users and Gratification Theory (Lim and Ting, 2012) and from Behavioral Decision Theoretic perspectives (Khan *et al.*, 2005). Javadi *et al.*, (2012) aver that online consumer behavior is a complicated socio-technical phenomenon and involves too many factors.

Kahneman (1991) declares that much of the pioneering work in behavioral decision has largely focused on the cognitive aspects of decision-making without exploring its emotional dimensions. Therefore, while it is acknowledged that complete coverage of all potential factors in one research model is not practical, the study uses hedonic and utilitarian motivation and perceived risk to explain social media shopping in the context of Mauritius.

The concept of using social media for shopping purposes has long been discussed in developed countries but until now no such research has been carried in Mauritius even though the potential of social media is not hidden to anyone. Furthermore, ever since the inception of the 24/7 culture in Mauritius and the government's aim to turn

Mauritius into a Cyber-island (Goering, 2006), Information and Communication Technology (ICT) has become the fifth pillar of the economy (Allafrica.com, 2008). Given that E-retailing appears to hold some potential, it is deemed important to investigate the motives and hindrances of Mauritian consumers to engage into online shopping. In addition, following 2013 budget measures, limits for online purchases have been raised. For instance, potential shoppers do not have to pay a custom broker unless the item purchased is valued over Rs 30,000. Therefore, it is considered essential to evaluate whether Mauritian consumers are taking advantage of the various benefits that social media sites offer with respect to online shopping. In the same vein, this research purports to provide an understanding of factors influencing online purchasing behavior of Mauritian customers through social networks. Finally the study also investigates whether attitude towards social media browsing and perceived risk have an influence on purchase intentions. It is hoped that this research provides insightful guidelines to Mauritian E-retailers to assess the possibility of creating a unique social shopping environment for shoppers by indicating to Mauritian E-retailers the relevant factors that motivate consumers to shop online and the products and services that are more likely to be purchased through social media sites. The information could aid marketers to adapt their strategies to fit consumers' needs and attract and retain customers. For instance Mauritian retailers can craft appropriate strategies when targeting customers with respect to marketing and brand control.

2 LITERATURE REVIEW AND HYPOTHESES

Online shopping has been on the spotlight of many researchers and has attracted a number of studies regarding online consumer behavior. When a person senses the urge to buy a product, the person will shop for the intended product. However, shopping is not only about purchasing a product, as prior to the feeling of acquiring a product there are some causes or needs as to why an individual decides to go shopping. These causes or needs are called shopping motivation (Jansen, 2006).

Motivation is a vital aspect in understanding behavior. Tauber (1972) was the first researcher to have investigated shopping motivation. In his study entitled "Why do people shop", Tauber (1972) reveals that people are motivated by psychological needs which can be categorized into personal motivation (i.e. role playing, diversion, self gratification, learning about new trends, physical activity and sensory stimulation) and social motivation (i.e. social experiences, communication with others, peer group attractions, status and authority, and pleasure of bargaining). Further, the study demonstrates that usability is not the sole motive as to why people conduct purchase, as factors like perceived enjoyment and perceived satisfaction that people derive from

the very browsing process to purchasing the item are also important predictors which motivates the intention to shop. Further, Hirschman *et al.*, (1982) aver that motivation can be generally categorized as utilitarian and hedonic. Research on hedonic and utilitarian motivation has primarily sought to elucidate why people shop. In general utilitarian motivation replicates “the task-related value of a shopping experience, while hedonic motivation expresses the value obtained in the shopping experience itself independent of task related activities” (Overby & Lee, 2006).

2.1 Utilitarian Motivation

According to Arnold and Reynolds (2003) utilitarian motivation is described as being “task-related and rational and related closely to whether or not a product acquisition 'mission' was accomplished”. Further, To *et al.*, (2007) consider utilitarian motivation as one which begins from a task or goal, where the perceived benefit depends on whether the task is completed in an effective manner during the procedure. Consequently, the utilitarian shopper can be referred to as being one who is transaction-oriented. Moreover, it is argued that individuals with strong utilitarian motivation will both browse and buy the desired product that they are seeking for irrespective of the medium they are offered with (To *et al.*, 2007). Thus, utilitarian motivation takes into account both the product and the platform through which the product is being advertised (Kourouthanassis *et al.*, 2008). To *et al.*, (2007) argue that utilitarian motivations are influenced by convenience, cost saving, information availability and product selection which are determinants of consumer purchase intention.

2.1.1 Convenience

Shopping convenience is regarded as one of the main drivers underlying consumers learning to adopt online shopping (Beauchamp and Ponder, 2010). According to Berry *et al.*, (2002) convenience refers to an individual’s “perception of saving time and energy in accessing information through transparent windows for purchasing products or services”. In numerous studies, convenience has been recognized as powerful emerging factor concerning store selection in the offline setting (Eastlick and Feinberg, 1999). Similarly, Wolfenbarger and Gilly (2001) state that online shopping provides a more convenient and comfy shopping environment as the space that e-shopping provides is not the same in traditional shopping. For example, e-shopping allows one to search for and buy products across multiple stores in no time. Based on the above, the following hypothesis is developed:

H1: Convenience will have a positive influence on the utilitarian motivation of browsing products via social media sites.

2.1.2 Information availability

Information availability is imperative for customers from the time of “selection of resources that it offers to the impact it has on influencing purchase decision” (Childers *et al.*, 2001). According to Bakos (1997), the internet as a medium, enables users to effortlessly find all their needful information both in terms of product search and price promotion with just a few clicks thus augmenting the intention of users to use it for shopping purposes. Consequently, Lynch and Ariely (2000) stress that online shopping offers an infrastructure which allows the e-shoppers to search, weigh and gather information about their desired products much quicker than within conventional stores. Further, the study of Korgaonkar *et al.*, (2006) illustrates that information availability as a service emerges as the most vital aspect concerning the attributes of a retailer. Social media incorporates information from numerous sources thus enabling users with all the needful information about the product they are interested in, which are tailored according to their needs. Thus it is hypothesized that:

H2: Information availability has a positive impact on utilitarian motivation of browsing products on social media platforms.

2.1.3 Product Selection

E-shopping has emerged as a means of creating new choices for consumers, not only in terms of what they purchase, but in terms of how much they can purchase. Compared to conventional stores, e-consumers can find a larger variety of product across various e-shopping sites in no time, which are tailored to their needs (Lim and Dubinski, 2004). Online stores provide consumers with the possibility to find products which sometimes are only available online from all over the world. Katawetawaraks and Cheng (2011) support this thought by stating that numerous conventional retailers sell certain products only online so as to minimize their inventory cost or to provide customers with more choices in terms of specification and customization. The profusion of products available in one location amplifies the possibility that a compatible match will be found as per the user’s needs thus characterizing online platforms as an alternate means for product browsing (Mikalef *et al.*, 2013). Therefore it is hypothesized that:

H3: The selection of products presented on social media sites will have a positive impact on the utilitarian motivation of customers to search through them via these mediums.

2.1.4 Cost Saving

According to To *et al.*, (2007) one of the main motivators of adopting e-shopping is the fact that the internet as a medium for conducting purchases provides some degree of financial incentives to saving money. E-stores allow consumers to benefit from price promotion towards the same products which they would otherwise purchase in traditional stores (Rox, 2007). According to Lim and Dubinsky (2004), e-shopping provides customers with the advantage of both having an abundant variety of products and the ability to compare prices against other e-stores so as to benefit from value for money. Thus, it can be said that e-shopping involves trade-offs for consumers as virtual stores do not require shopping fares and as far as retailers are concerned, retailing cost such as property costs (i.e. leasing, renting, and warehouse space), labour cost and inventory cost are effectively reduced. Further, Miller (2000) indicates that “virtual online stores allow vendors to save expenditure that e-trailers enable consumers to purchase at a lower price.” Therefore it is hypothesized that:

H4: Cost saving will positively impact on the utilitarian motivation of browsing provides via social media sites.

2.2 Hedonic Motivation

Hedonic motivation, though its importance was considered late compared to utilitarian motivation, has still attracted many researches on its impact regarding shopping motivations (Mikalef *et al.*, 2013). In Scarpi's (2006) words, hedonic motivation is defined as “the festive or even epicurean side of shopping which relates to fun and playfulness instead of task achievement, and replicates the experiential side of shopping, comprising pleasure, adventure, fantasy, escapism, and fun”. Unlike the utilitarian shopper the hedonic shopper is valued as being more inclined towards emotions and experiments. According to Kodaz and Ozen (2012), the fundamental reason as to why the hedonic shopper love to shop is not based on obtaining the product or the accomplishment of the task but rather, it is about the derived enjoyment which it takes from the overall shopping process itself. As such, hedonic motivation plays a great role when it comes to choosing the platform through which to search and purchase products. Perceived hedonic value can be identified through trend and socializing, adventure, authority and status, (Westbrook and Black, 1985; Arnold and Reynolds, 2003; To *et al.*, 2007)

2.2.1 Social interaction and Trend discovery

The concept of social interactions to predict e-shopping stems from the work of Tauber (1972), who indicates that there are several social motives which influences

shopping behavior. These motives in turn include interactions, group affiliations and communicating with those sharing similar interest. With the advent of web 2.0 applications, more specifically the social media, users can share their mutual likes, experiences and eventually share information about the new trends prevailing in a synchronous and or/in an asynchronous way. According to Wolfinbarger *et al.*, (2001) involving in online conversation during the purchase process has two main benefits. Primarily, engaging in online conversation with other e-shoppers creates a sense of satisfaction that they are not the only one to engage into such process and secondly users would be even more motivated to re-try this process in the future knowing that they might get online help. Another concept which socializing entails is that of trend discovery.

Trend discovery, according to Mikalef *et al.*, (2013), refers to the process through which consumers undergo to identify new trends both in terms of products and brands. This procedure is perceived as providing gratification to consumers thus arousing their hedonic motivation which they perceive. Similarly, social media allocates a large assortment of information from different sources where most of them relate to commercial products. Therefore based on the literature it is hypothesized that:

H5: Social interaction and Trend discovery will have a positive impact on purchase intention through social media sites.

2.2.2 Adventure

According to Westbrook and Black (1985) adventure refers to the fact that shopping can entail inspiration, enthusiasm, and “consumers will experience a novelty and remarkable affairs in the procedure of fantastic shopping.” Additionally, Babin *et al.*, (1994) regard the adventurous facet of shopping as a determinant which can generate hedonic shopping value. Thus, the hedonic shopper is usually more concerned with this type of shopping than any other form of utilitarian shopping. Adventure as a shopping motivation brings out the thrilling and fun part of the shopping phase. Thus, experienced consumers are prone to visualize the shopping experience as joy, excitement and admiration. The freshness of conducting a task which is completely new, like for example, searching for products on a novel platform will eventually influence the feeling of adventure experienced by prior users which may influence their purchase decisions (Mikalef *et al.*, 2013). Therefore, it can be hypothesized that:

H6: The sense of adventure will positively influence the intention to search for products on platforms like the social media.

2.2.3 Authority and status

Parsons (2002) argues that the e-shopper has the ability to choose what to purchase, how to purchase and when to schedule for delivery. Thus, creating a sense of control and authority through computer mediated tools. Unlike the authority which reigns over traditional shopping, online authority and status is lead by the feeling of control that consumers experience over the technology being used (Mikalef *et al.*, 2013). This simply means that the internet as a medium provides users to retain control over their transactions such as cancellation of the ordering process if they feel unsure about the product or may refuse to provide personal information if they feel that they have landed into bogus sites.

Thus, it is hypothesized that:

H7: The feeling of Authority & Status that web users have over the social media will impact positively on the hedonic motivation to browse products on social media sites.

2.3 Perceived risk

While shopping online, consumers have to provide personal information such as address, phone number and credit card details, representing potential risk that such information be leaked. In addition, unlike traditional shopping, the apprehensive waiting period before product delivery can also have an impact on consumers' willingness to shop online. Doolin *et al.*, (2005) claim that privacy risks have a negative association with online purchasing behavior and deter Internet users from shopping online frequently and from spending significant amounts of money. Thus, it is not surprising that consumers are reluctant to risk in online transaction and such risk may directly influence their attitudes to purchase from the web retailer. San Martin and Camarero (2008) aver that some causes of risk are the consumers' inability to value the quality of the product directly, the lack of personal contact with a salesperson, the cost of learning how to use the internet or site, the change from other channels to the electronic one, the generation of anxiety and stress for consumers who don't feel comfortable using the internet, the absence of interaction and social contact with other people, and security of payment and personal information. The study of Tan (1999) reveals that perceived risk is higher when purchasing products through Internet than when purchasing by in-store means. In addition, Vijayasarathy & Jones (2000) aver that perceived risk influences both attitude toward online shopping and intention to shop online, in line with other studies. Therefore based on prior literature, the following hypothesis is developed:

H8: Perceived risk will negatively impact on consumer purchase intention to use social media for shopping purposes.

2.4 Product browsing attitude

According to Janiszewski (1998), browsing through an array of products is considered as being either a “goal-oriented” or an “exploration-oriented” behavior. Goal-oriented consumers are more inclined to look for information before making any purchase decision towards a specific product while the exploration-oriented consumers are perceived as the ones who act freely, that is, they do not make pre-plans before the purchase of any item. These two distinctions can be found both in the conventional shopper as well as in the e-shopper. However, in the virtual environment the exploration-oriented customer behavior is enhanced as compared to traditional stores - 24/7 hour shopping convenience is provided as well as e-stores provide the ability to browse through an array of products which allows the user to select freely. According to Shim *et al.*, (2001), browsing attitudes play a major role in forecasting future purchase intention. Thus, it can be concluded that browsing attitude which prevails on the social media could prove to be an important research tool in forecasting the possibility of consumer purchase intention on such platform. We therefore hypothesize that:

H9: Browsing products over social media sites will positively impact on user's intention to purchase through such platforms.

2.5 Purchase intention

Purchase intention measures have frequently been utilized to identify purchasing likelihood of products within specific time periods (Whitlark *et al.*, 1993). According to Kim *et al.*, (2008), consumer interactions to involve in online transaction are important predictors of consumers' actual engagement in e-commerce transaction. The relationship between intention and actual behavior is based on the belief that individual attempts to make decision in a coherent manner from the accessible information presented to them. Thus, a person's intention to conduct (or not to) a behavior is a direct influence of the person's actual behavior. Further, Hausman and Siekpe (2009) argue that behavioral intentions linked with website usage are identified as being “repeated purchases; repeated visits to the website, recommendation of website to others, and positive remarks or comments about the website”. Therefore it can be argued that consumer's intention to use the internet to conduct shopping will be based on their willingness to use the technology to satisfy

their needs. Additionally, for consumers to feel motivated towards online stores, factors like retailers attitude, assistance, website attractiveness, quality of products as identified by Li and Zhang (2002) influence the consumer's intention to purchase and to repeat the purchase.

3 METHODOLOGY

The study uses a quantitative research approach and an online survey was used to collect data. The questionnaire comprised of three sections. The first section gathered information on demographic profiles of respondents. Questions about age, gender, working details, residential area and educational level were asked. The second section sought to assess the popularity of social network in the local context such as familiarity to social networks, frequency of usage and duration. Questions on the final section were developed with anchors ranging from 1 for strongly disagree to 5 for strongly agree and captured hedonic and utilitarian motivation of respondents with respect to online shopping. This section also gathered information on product media browsing, perceived risk and purchase intentions. Constructs used in the questionnaire were similar to the study of To *et al.*, (2007), Wolfenbarger *et al.*, (2001) and Westbrook *et al.*, (1985) with minor wording changes to tailor them to the local context. 350 questionnaires were circulated out of which 315 were returned and deemed usable. Statistical package for social scientists (SPSS version 21.0) was used to conduct the analysis. Cross tabulation were used for descriptive part of the analysis, while factor analysis was used for factor extractions. Thereafter composite variables were computed with loaded factors for the purpose of the Multiple Regression Analysis to test relationships between the independent and dependent variables.

4 RESULTS

4.1 Respondents profile

Table 1 presents demographic information of respondents. It is worthy to note that out of the 315 respondents, 55.6 % of the sample are in the age group 21-30. Furthermore, 38.7% of the gender distribution is represented by males and 61.3% are represented by females. We also point out that 72.7 % of the sample has an undergraduate qualification which adds on the validity of the sample. Further, statistics reveals that 60 % derives an income of at least MUR 25,000. As far as occupation is concerned figures depict that 59.0% are students, 10.5% of the sample are Government employed, 19.4% are privately employed and 5.1% are self-employed.

Table 1: Demographic characteristics

Attributes	n	Percentage
Gender		
Male	122	38.7
Female	193	61.3
Age group		
18 – 20 yrs old	77	24.4
21 – 30 yrs old	175	55.6
31-40	34	10.8
41-50	15	4.8
≥ 50 yrs old	14	4.4
Education level		
Primary	8	2.5
Secondary	78	24.8
Undergraduate	229	72.7
Income level		
0 – 25,000	189	60
26,000 – 30,000	65	20.6
31,000- 45,000	37	11.8
Above 45,000	24	7.6

Further analysis shows that about 68.6% uses social media several times a day and 20% use these sites for more than 5 five hours. Among the 315 respondent, 67.4% uses social media for shopping and Facebook emerged as the social websites which is mostly used constituting 41.3%.

4.2 Factor Analysis and reliability statistics

In order to evaluate the dimensionality of the factors measuring hedonic motivation, utilitarian motivation, perceived risk, browsing and purchase intention, a factor analysis was carried out. The primary aim of conducting the factor analysis was to confirm whether the factors identified before loaded correctly onto their corresponding factors. Secondly in order to confirm the sampling adequacy the KMO and Bartlett's test of Sphericity was conducted. An examination of the Kaiser-Meyer Olkin measure of sampling adequacy suggested that the sample was factorable (KMO=.784) and Bartlett's Test of Sphericity reached statistical significance (0.000). Finally, a rotated component matrix under the Varimax solution was carried so as to reduce the ambiguity and to improve the interpretation of the analysis. We use

Varimax (Orthogonal factor rotation), which, according to Hair *et al.*, (2010) is one of the simple approaches in case of rotation and it allows clear separation of factors which makes interpretation easier. However, while examining the rotated matrix, it was found that, out of 33 items used, three of them did not load onto any of the factors. They were consequently removed to derive better results. According to Hair *et al.*, (2006), item loadings which are greater than 0.30 is considered to be significant, while those greater than 0.40 is considered to be more important and greater than 0.50 is considered to be very significant. For the purpose of the analysis, item loadings of less than 0.55 were suppressed. In addition, in order to assess the reliability of measurement scales, Cronbach alpha scores were computed. The results obtained indicated that the values of the Cronbach alpha ranged from .698 to .860, which implies that the constructs were significantly reliable. It is to be noted that no considerable increase in alpha for any of the constructs could have been obtained by eliminating items. The results of the factor analysis and composite reliability index are shown in Table 2.

Table 2: Factor analysis and scale reliabilities

Latent variables	Items	Factor loadings	Cronbach's Alpha
Information Availability (IA)	Quick information access is provided about the product/services	.750	0.718
	By reviewing the comments and feedback of others I can build my own view about the product advertised	.740	
	Since products on social media sites are well labeled and described I can collect as much as information about the product	.660	
Convenience(CN)	Social media websites are simple to navigate hence it is more quicker for me to browse for desired products	.774	0.711
	Shopping through social media provides privacy	.639	
	I can shop anytime of the day through social media sites	.792	
Product Selection(PS)	A large variety of product selection is available through social media sites	.809	0.775
	Social media help me to find more products that I was unfamiliar with before	.817	
Cost Savings (CS)	Shopping via social media help me to reduce bus fare and search for an intended product is quickly made	.827	0.795
	Social media offers a large extent of discounts and price	.783	

	promotions which helps me to plan my shopping even better		
Adventure (AD)	Browsing products through social media websites is interesting	.718	0.698
	To me buying products via social media sites is a pure adventure	.768	
Socializing and Trend (STD)	I can share my experience of a newly purchased product/service with others on social media sites	.764	0.735
	Information about the product can be easily shared with friends	.804	
	Friendship can be easily formed with other online shoppers through social media sites	.706	
Authority and Status (AS)	Shopping via social media sites enables me to control my online expenditure	.717	0.707
	I feel that I have a good understanding on the products that am buying through social media sites.	.777	
Social media product browsing attitude(SMPB)	Browsing products via social media is fun	.708	0.766
	The environment that the social network provides makes it easy to browse for products	.715	
	I use social media to go through products on company hosted pages when am online	.799	
	I feel that I have a good understanding on the products that am buying through social media sites	.588	
Privacy and security risk (PSR)	The decision to shop via social media sites involves a high level of risk	.806	0.860
	Social media sites provides no guarantee that information provided to the retailer will remain private and secure	.847	
	Hackers can easily track shopping preference on the social media sites and influence one to buy fake product which may involve losses	.801	
	I would shop without fear if there are strict cyber-laws in place to nab and punish frauds and hackers	.753	
Product Risk (PR)	I may not get what I initially ordered	.513	0.728

	It is not easy to cancel orders when half of the payment has been made	.825	
	In case of defect it is difficult to claim for refund	.827	
Purchase Intension(PI)	I buy products just after some times of thought on social media sites	.898	0.782
	I usually buy products I see advertised on social media through e-shops	.873	

*Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy = 0.784; Bartlett’s Test < 0.005

**Loadings =>.55

4.3 Multiple regression analysis

We use multiple linear regression analysis to evaluate whether utilitarian and hedonic motivational factors affect attitudes towards social media browsing, while a second linear regression was used to assess whether perceived privacy and security risk and perceived product risk and social media browsing affect the purchase intention of Mauritians towards social media shopping. Issues of multicollinearity were verified by using the Variance Inflation indicator. As a rule of thumb multicollinearity exists when Tolerance is below 0.1 and a value of 10 for a maximum level of VIF (Hair *et al.*, 1995; Kennedy, 1992).The results below show that none of the variables in both multiple regression models fall into this category since each of them is measuring a single relationship with other variable, thus there were no multicollinearity problems in the study.

The first regression model demonstrates a significant relationship between the independent variables and social media browsing ($F(7,307) = 41.720, p < .05, R^2 = 0.487, R^2 \text{ adjusted} = 0.477$). In addition, as far as utilitarian motivation is concerned, the analysis shows that CN ($t = 2.744, p < 0.1$) and CS ($t = 7.126, p < 0.05$) have a positive relationship with social media product browsing. In addition, all identified hedonic values have a positive relationship with product browsing, STD ($t = 2.837, p < 0.1$), AD ($t = 2.076, p < 0.05$) and AS ($t = 3.103, p < 0.05$) providing support for H1, H4, H5, H6 and H7.

Table 3: Results of Multiple Regressions 1

Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	.379	.222		1.709	.088		

Convenience(CN)	.180	.066	.157	2.744	.006**	.509	1.963
Information Avail. (IA)	.089	.062	.081	1.444	.150	.528	1.895
Product Selection (PS)	-.025	.060	-.023	-.416	.677	.566	1.767
Cost Savings (CS)	.220	.031	.320	7.126	.000*	.828	1.208
Social Trend (STN)	.176	.062	.162	2.837	.005**	.510	1.961
Adventure (AD)	.116	.056	.122	2.076	.039*	.485	2.063
Authority& Status (AS)	.146	.047	.169	3.103	.002*	.562	1.779
R2	0.488						
Adj.R2	0.476						
Sig. F	0.000						
F-value	41.720						

*Correlation is significant at the 0.05 level (2-tailed)

**Correlation is significant at the 0.01 level (2 tailed)

A second multiple regression analysis was used to test whether attitude towards social media browsing and attitude towards privacy and security risks and product risk will have an influence on purchase intention. The results of the regression indicated the three predictors explained 33% of the variance in purchase intention ($R^2 = .325$, $F(3,311) = 49.848$, $p < .05$). In addition, results show that there is a significant relationship between product media browsing and purchase intention, ($t=12.226$, $p < 0.05$) whereas we report no significant relationship between privacy and security risk, product risk and purchase intention, $PSR(t=-0.709, ns)$, $PR(t=0.229, ns)$.

Table 4: Results of Multiple regressions 2

Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	1.101	.316		3.488	.001	1.101	.316
Privacy risk (PSR)	-.053	.075	-.041	-.709	.479	.665	1.504
Product Risk(PR)	.016	.070	.013	.229	.819	.668	1.497
Media browsing	.652	.053	.572	12.226	.000	.994	1.006
R2	0.325						
Adj.R2	0.318						
Sig. F	0.000						
F-value	49.848						

*Correlation is significant at the 0.05 level (2-tailed)

5 DISCUSSION OF RESULTS AND IMPLICATIONS

The results of the study show that hedonic motivations share a positive significant relationship with product browsing attitude but not all utilitarian motivations influence social media product browsing.

With respect to utilitarian motivation, convenience and cost saving were found to be the most significant contributors in explaining why consumers browse products. These findings are in accordance to what has been found till now for e-shops where users involve in the search process much more easily and perceive shopping as a way of cutting cost compared to conventional stores (To *et al.*, 2007; Pearce *et al.*, 2012; Mikalef *et al.*, 2013). Using social media as a medium for shopping is perceived as being convenient as nowadays, in the hectic life of Mauritians it is easier to browse and to place order for one's desired products effortlessly over these websites rather than waiting in long queues in conventional shops. Additionally, social media provides a good opportunity for Mauritians to save cost as instead of going to the store to buy the products, social media brings the store to the customer. This in turn allows for saving effort, bus fare or diesel fare and the opportunity cost of the time which it would otherwise take to travel to the shops to get the products. Thus, as both a convenient and cost saving factor, social media helps Mauritians to shop at ease, at any time and at a reduced cost.

On the other hand, the study reveals that information availability and product selection do not share a significant relationship with product browsing attitude, in line with previous findings, (Mikalef *et al.*, 2013, Pearce *et al.*, 2012). Milakef *et al.*, (2012) state that information availability does not impact on browsing due to richness of the media present on social media sites which users seem to prefer rather than plain text. They further add that an alternative explanation may be due to the ease of finding information elsewhere over the internet, therefore reducing the importance of that aspect on social media. Furthermore, the World Wide Web provides consumers with a wide variety of products which eases consumer information search and product selection lowering the necessity to search for product over social media sites.

As far as Hedonic factors are concerned, it has been observed that authority and status, adventure and social interaction and trend discovery in their order of influencing power, were found to be positively associated with social media product browsing attitude. These findings are adequately supported by previous researchers based on the hedonic and utilitarian motivational aspect of shopping. (Pearce *et al.*, 2012; Mikalef *et al.*, 2013). The positive significance of social media product browsing attitude and socializing and trend discovery can be explained by the nonstop update of products

on social media sites which can be rehabilitated effortlessly compared to traditional shops, as such providing consumers with the latest trends and fashions in terms of products. Also, social media allows people to interact with other e-shoppers and share similar experiences. Thus, by using social media, Mauritians will be able to take better shopping decisions and in case of ambiguity they can share their concerns with other peers who have confronted the same situation. The sense of adventure is also found to be a causal factor in explaining why users use social media to browse for product. The experience of navigating through a totally new platform so as to select products which is equipped with multiple functionalities enhances user's hedonic motivation.

The second part of the analysis provides support that social media product browsing is positively associated with purchase intention of users which is supported by past research in the e-shopping field. By looking for products on social media can benefit both consumers and companies. It will be a good opportunity for companies to know the preferences of the consumers and by the "like" function, companies will know whether or not the service is being appreciated. The study provides that there is no significant relationship between perceived product risk, perceived privacy and security risk and purchase intention contrary to findings of Tan (1999), Vijayasathy and Jones (2000) and Doolin *et al.*, (2005). This can be explained by the fact that most media sites provide secure methods of payment such as Paypal and now consumers can shop online through prepaid cards even if they do not have a credit card. Hence, this limits perceived risk of shopping online. Contrary to expectations, it was found that product risk do not impact on purchase intention. One possible explanation could be that Mauritian consumers are more fascinated and engrossed with the sense of adventure, social trend and status that online media shopping provides rather than fearing risks associated with product selection. Furthermore, the study does not explore whether there is an association between expenditure level and purchase intention. It is advocated that expenditure level will be related to risk level and hence it can be conceived that consumers are spending minimal amounts and consequently purchase intention is not influenced by product risk.

The findings in this study have noteworthy implications for the retailing industry in Mauritius. While online Mauritian stores exist, they are not advertised enough on social media coverage. Given that cost savings and convenience influence product media browsing, Mauritian E-retailers could exploit the prospect of using applications which could merge shopping functionalities of their sites with social networking

platforms. Designing interfaces and including features in such applications would facilitate users' social shopping activities.

Results suggest that social media shopping can be appealing to those consumers who seek convenience and perceive a greater benefit in terms of cost saving than conventional stores. Thus, company hosted social media community such as Facebook should create their storefronts in a way that it is able to deliver advantages such as quick search option in terms of price and product comparison and product information. Additionally, taking into consideration the fact that cost saving emerged as having a significant impact on purchase intention, Mauritian E-retailers could set forward policies that enhances cost saving factors. For instance, availability of discounts, bidding advantages where consumers can get the best deal possible and accumulation of bonus points on their purchases that can end up into providing gifts and rewards should be provided so as to increase consumer's interest if marketers want to achieve full potential of social media shopping.

Moreover, in the aim of enhancing the hedonic motivational aspect of shopping such as socializing and trend discovery and adventure, marketers should design and operate more user friendly websites with multiple functionalities that is not provided in physical storefronts as results suggest that the experience of navigating onto a completely new medium with multiple functionalities enhances users' hedonic motivation. Thus, if marketers want to stimulate purchase intention among consumers, proper facilities should foremost be provided on their websites. For instance, a private discussion group could be set up on the social media pages where consumers can freely interact with the sales person, or post their concerns and review the comments of others prior to their purchase. Also social media websites should be constantly updated so that consumers are made aware of the new trend that is prevailing onto the market, thus staff equipped with technological background should be employed who will manage the ongoing traffic of the website.

6 CONCLUSION, LIMITATIONS AND FUTURE RESEARCH

The results of the study show that both hedonic and utilitarian motivation in the form of convenience, cost saving, social trend and adventure and authority and status were associated with browsing behavior which in turn influence purchase intention. It is worthy to note that 60 % of the sample avers having purchased online. It is remarkable that Mauritians have realized the different advantages that online shopping offers given that social media shopping is still novel in Mauritius. However,

it would also be useful to identify how online Mauritian shoppers would respond to price inconsistency, signage problems and coupon games, which would be dimensions worth studying.

One of the limitations is that the study is that only ten constructs have been reported to have a moderating effect on purchase intention. However, apart from these factors, other factors such as perceived efficiency of using social media for shopping is yet to be analyzed. The study does not explore whether there is an association between expenditure level and purchase intention. It is advocated that expenditure level will have an influence on purchase intention and are avenues for future research.

Another limitation of the study is that it does not test the moderating effects of gender, age and income levels on purchase intention. Given that technology keeps on evolving, new devices such as tablets are now available to browse for products. Furthermore, mobile apps are becoming more and more popular, changing shopping habits of consumers. Therefore, it would be interesting to find out which consumer groups are more prone to shop online so marketers can eventually devise their strategies accordingly. Furthermore, while the results incline to advocate recommendations to the benefit of Mauritian E-retailers, we also acknowledge that Mauritius is a small island. Future research could be geared towards investing whether Mauritian consumers find it worthwhile to shop for products from online Mauritian stores.

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