

# Hedonic and Utilitarian Motives of Coffee Shop Customer in Makassar, Indonesia

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## Abstract

This study aims to determine the hedonic and utilitarian motives behind consumer decisions to drink coffee in a coffee shop in the city of Makassar, South Sulawesi, Indonesia. To know these motives, this study used a qualitative approach, which aims to explore the true meaning of the reason for the consumption of coffee in a coffee shop. Research informants as many as 16 people, which is obtained by using purposive sampling. The results showed that: (1) the motives that belong to the hedonic motives that influence the customer's decision in choosing the coffee shop is, (a). adventure motif, (b). habitual buying motive, (c). emotional and familial relationships motive, (d). gratification motive, (e). socialization motive, and (2). Motifs that belong to the utilitarian motives are: (a). Location motive, (b). egalitarian motive, (c). Telecommuting motive, (d). motif taste and price of the product, and (e). mediation motive.

**Keywords:** Hedonic and Utilitarian Motives, Coffee shop

## 1. Introduction

Makassar, a city nicknamed "Thousand Warkop", this phrase appears in line with the rapid development of the coffee shop in the city of Makassar, which currently holds a Metropolitan city. Coffee shop popping up in malls, campuses, office buildings, to complex business. According Tuty Holis, (in writing Dammar (2012)) for daily Seputar Indonesia, one of the main third-generation owner of a coffee shop in Makassar, stating that the first coffee shop visited by many fishermen and fish sellers. However, as the times are different and the visitors dominated by high officials in this area.

Coffee craze for residents in the city of Makassar accompanied by the growth of shopping centers, may contribute to trigger the development of a coffee shop in Makassar. When examined, all shopping centers have a coffeehouse or restaurant that also provide coffee as a form of service for consumers.

A large selection of places to visit, make a decision at the present time is very complex and important. This is because the amount of information circulating about the product, increasing the types of products offered are very diverse, growth of shopping centers (malls), offer ease of payment, and others. Thus, consumers have a lot of information to be taken into consideration before deciding to buy the product. Therefore, it is necessary for marketers to know the motives or companies that encourage customers to make a purchase. This will help marketers to be able to bring the company products to consumers, marketers will be more specific as to know what the consumer needs. Understanding consumer motives means to assess the behavior of consumers in choosing products that fit their needs.

The number of coffee shops in the city of Makassar, which grows mainly in 2005, provides an opportunity for marketers competing for consumers. Companies must be able to meet the business needs of the consumer products where it needs vary according to age, socioeconomic status, and lifestyle. Therefore, managers need to know the motives that drive customer decisions in choosing a place, considering the number of similar companies that offer a variety of options, and consumers have a right to free untukmemilih felt most profitable products. This is consistent with the statement Kotler and Keller (2006), that the one that needs to be considered in the development of business ideas is recognizing consumers in making purchasing decisions for goods and services.

Shopping motives starts from the need, where it will need to be filled urgently. The drive needs to be motives in deciding what to do. Further buying motives are grouped into hedonic and utilitarian motives. Hedonic shopping motives are based on emotion, a feeling of comfort, joy, delight. While the motive is utilitarian shopping motives based on the benefits while shopping (Babin, Lee et al. 2005).

Fulfillment of hedonic and utilitarian motives will have an impact on customer satisfaction and loyalty, customer

satisfaction subsequently became a mediator between hedonic and utilitarian value and behavioral intentions (Ryu, Han et al. (2010), and Babin, Lee et al. (2005)). Similarly with intangible benefits, such as quality and comfort, especially the customer the opportunity to casual dining, and the entertainment, a visit motivation (Jang and Mattila (2005)). Based on this, an interesting phenomenon that can be studied and the focus of this study is the type of hedonic and utilitarian motives underlying customer choice in deciding to visit a coffee shop, given the number of coffee shops in Makassar is located almost on every street corner. Meanwhile, there has been no research on the typology of motives to purchase the coffee shop as hedonic and utilitarian motives motives. Existing research on reviewing coffee shops more about customer satisfaction study customer loylitas coffee shop, for example by Wati (2011); Erythriana (2011); Vabo, Burau et al. (2008), Boone (2004), Walter, Edvardsson et al. (2010), and Somogyi, Li et al. (2011)....

This study was also carried out with reference to some of the limitations of existing studies. Limitations of the study led to a gap that can be studied, for example by: Cardoso and Pinto (2010); Carpenter (2008), Hsu, Huang et al. (2010), and Amine and Cadenat (2003), which is widely advised to examine the other store formats (in addition to malls, retail stores, discount stores) and products with different variations. They suggested the holding of further research to determine whether their findings can be applied to various types of stores. Bastin (2010), which examines motives hedonic shopping behavior of Chinese society, advised to do research on shopping behavior in different countries, including demographic variables.

## 2. Literatur Review

### 2.1 *Shopping Motives*

Shopping motives is the drivers of behavior that bring consumers to the marketplace to satisfy their internal needs (Jin and Kim 2003). The same opinion was expressed by Solomon, that Motivation refers to the processes that lead people to behave as they do. It occurs when a need is aroused that the consumer wishes to satisfy. The need creates a state of tension that drives the consumer to attempt to reduce or eliminate it. This need may be utilitarian (i.e., a desire to achieve some functional or practical benefit), or it may be hedonic (i.e., an experiential need, involving emotional responses or fantasies). To understand motivation is to understand why consumers why consumers do what they do. Why do some people choose to bungee jump off a bridge or compete on reality shows, whereas others spend their leisure time playing chess or gardening....we do everything for a reason, even if we can't articulate what that reason is.

Stone, 1954 (Cardoso and Pinto 2010), analyzed the urban consumer shopping orientation and their social relationships. Stone identified four categories based shopper motivations, namely:

1. consumer-based economies tend to pay attention to price, quality and variety of merchandise;
2. consumers based on personality (personalizing consumers) tend to seek a personal relationship in the context of shopping;
3. consumer ethical, moral and shop based on the principle of protection of certain types of stores;
4. consumer apathy, showed weak involvement in the activities of shopping

Shopping motives rooted in the state of the internal needs of buyers and people may have different needs at different cultures. Therefore, spending patterns can be formed by a culture where people are coming from. For that Tauber (1972), suggest that the relative importance of any research regarding spending patterns for different types of expenditures and state.

### 2.2 *Utilitarian and Hedonic Motives*

Consumer purchases motives, according to some authors divided into utilitarian and hedonic motives, but some other authors grouped into more specific groups, such as social motives, economic motives, motives relax, apathy motif, etc., as described previously.

#### 2.2.1 *Utilitarian Motives*

Utilitarian motives reflect the acquisition of products and/or information in an efficient manner. They are more task-oriented, cognitive, and non-emotional in nature (Babin et al., 1994; Michon and Chebat, 2004; Holbrook and Hirschman, 1982 in Yavas and Babakus (2009)). Consumers high on utilitarian motives, for instance, seek convenience, good prices, and are predominantly interested in goal-oriented activities such as purchasing

products or gaining product knowledge, market information, or being able to make price level comparisons in an efficient and timely manner.

Customers are to be rational and cognitive utilitarian, will buy the product efficiently and rationally. On utilitarian motives, customers do search process, until he believes has made the right decision with the shopping sequence that includes the "see-touch-feel-select sequence" (Sinha and Banerjee 2004). This is why Jin and Kim (2003) calls this motif group as "expenditure for the acquisition of products"

### 2.2.2 Hedonic Motives

Hedonic motive is related to the consumption experience feelings, fantasies, pleasure, and the five senses, which affects a person's emotional experience. (Hirsman and Holbrook, 1982 in Ryu, Han et al. (2010)). Hedonic shopping behavior related to aspects of recreation, enjoyment, intrinsic, and stimulation, causing consumers who shop has a subjective value that could potentially provide entertainment in the shop, so that the consumer feels will receive benefits without having to buy it (eg, fun activities, entertainment, fantasy, sensory stimulation) and refers to the value received from the fantasy, and the multi-sensory aspect of shopping. Customers who have a high value on hedonic motive is more interested in the act of shopping itself or independent and critical view of self-expression and personal satisfaction associated with shopping (Arnold and Reynolds, 2003, and Babin and Attaway, 2000 in Yavas and Babakus (2009)). Similarly, customers who shop will be driven by hedonic shopping value is based on emotions or feelings that come from the environment and experience.

Customers in choosing a place or shop is also concerned attribute store (store attributes). Jin and Kim (2003) stated that the store is one of the attributes that can provide value to the consumer experience associated with the desire to shop while recreation and fun.

According to Kotler and Keller (2006), companies should be aware of consumer behavior in making decisions. When making decisions, consumers do not only look at the product, but consumers also pay attention to other things. Customers will respond to the whole product including service, warranty, packaging, payment systems, pleasure, and other characteristics of the product itself. A pleasant shopping experience (hedonic) can affect satisfaction in shopping (Carpenter, Jason et al. 2005). Carpenter (2008) and Koo (2003), which cites the opinion of Arnold, 1997; Spark, 1995, and Hansen and Solgaard, 2004, stating that the price, product diversity, and customer service are considered an important factor in determining the format of the store, and identify a variety of products, overall store image attributes as patronage motives. Similarly, a rapid checkout influential patronage motives in determining patronage store format. Similarly, consumers will evaluate a shopping center or a place to shop that has a unique design or architecture, fun entertainment.

Thus, it can be said that the value perceived by the customer as experience while shopping as highly correlated with the emotional attitude of customers. Customers feel high involvement, a sense of freedom and fantasy while shopping, this is the most important part of the hedonic value. From these studies, it can be said that the hedonic shopping value will be able to influence the customer's decision to choose a place to shop. Customers with the type of hedonist will shop to find something that can be fun, varied and shopping as an adventure. If it has been obtained, then the customer will be satisfied and recommend to other potential customers.

## 3. Research Methods

This study is designed to use a qualitative research method that is based on the philosophy of post-positivism. A qualitative approach was performed because of expected results emphasize the desire to explore the meaning of narrative informant, so that could be a lesson for the development of theoretical concepts. In accordance with the purpose of the study, researchers used a qualitative approach (interpretive) with a phenomenological perspective Schultz. Option on the phenomenological approach of Schultz because the purpose of this study is to understand and interpret the actions of individuals from something he displays

### 3.1 Informant

Research subjects or informants as many as 16 people, is determined by using purposive, which is a technique of determining the subjects (the informant) based on the criteria and objectives of the study. These criteria are determined by the researchers, which are selected are 1) active customers (do visit at least 4 times a month), long enough to consume coffee in a coffee shop (minimum 1 year), living in the city of Makassar, and does not distinguish gender, in addition to that they are also willing to become informants, 2) have the time for

questioning; 3) have a desire to provide real information the utilisation rate of machines in a period of time,  $U_t$ , can be calculated as the total processing time,  $t_{pro}$ , over the duration of periodical review,  $t_{rev}$ , and the number of machines,  $N_M$ , on the shop floor:

### 3.2 Data Collection

The data obtained in the study are:

1. Data words (verbal) and behavioral (nonverbal) of the study subjects. These data describe the experience and meaning of the spending behavior of research subjects.
2. Photographic data. This data helps provide depictions of behavior situations.
3. Data Statistics. This data is additional data that can be used to provide an overview of the problems of research.

### 3.3 Data Analysis

Analysis of the data in this study refers to the stage of data analysis by Miles and Huberman (2009) that: (a) data reduction, (b) the presentation of the data, and (c) conclusion.

## 5. Conclusion

Reduction of data derived from interviews produced 16 (sixteen) meaning as the motive behind the choice to the coffee shop (see table 1). Furthermore 16 (sixteen) meaning then regrouped by similarity of meaning, until the resulting ten themes (see Table 2). Meaning based on similarity of meaning called combined with themes, such as variable flavor and economical price given motif product theme, since taste naming items and prices are very attached to the product. Neither variable mediating place, means looking for a job, a means to gain information, and to get business, henceforth called themes grouped means (place).

For the meaning of which can no longer be combined, then immediately made the topic, for example, the meaning of "adventure, location, equality, habits, telecommuting, and location". Furthermore, by looking at the characteristics of the meaning, grouped into the hedonic and utilitarian motives, which contains elements of emotional meaning, pleasure, adventure and socialization categorized as hedonic motives, and meanings that contain the elements are grouped into rational utilitarian motives. To more clearly show the grouping motif into the hedonic and utilitarian motives, shown in Table 3.

Table 1. Data Reduction

No.	Name	Source	References
1.	Business Factor	13	28
2.	Relaxed and Comfortable Atmosphere	13	28
3.	Socialization	12	18
4.	Source of Information	10	17
5.	Emotional and familial ties	9	16
6.	Adventures	9	9
7.	Egalitarianism	6	9
8.	Discussion	8	12
9.	Economical	8	11
10.	Freedom	7	13
11.	Telecommuting	7	12
12.	Taste	7	12
13.	Habitual Buying	6	9
14.	Location	6	8
15.	Looking for Work	6	8
16..	Mediation	4	4

Source: Results of data processing using Nvivo ver.10

Table 2. Group Theme Coffee Shop

Name	Sources	References
Location Motives	6	8
Adventures Motives	9	9
Habitual Buying Motives	6	9
Egalitarianism Motives	8	11
Telecommuting Motives	7	12
Emotional and familial ties	9	16
Socialization Motives	12	18
Product Motives	11	24
Taste	7	12
Economical	8	12
Gratification Motives	14	41
Freedom	7	13
Relaxed and Comfortable Atmosphere	13	28
Vehicle Motives	16	71
mediation	4	5
Looking for job	6	8
discussion	8	13
Source of information	10	17
business	13	28

Source: Results of data processing using Nvivo ver.10

Table 3. Group Theme Coffee Shop

No.	Motif Hedonis	Motif Utilitarian
1.	Adventure	Lokasi
2.	Habitual Buying	Kesetaraan
3.	Emotional and familial ties	Telecommuting
4.	Gratification	Produk
5.	Socialization	Sarana & Mediasi

### 5.1 Hedonic Motives

Hedonic motive is the motive behind the reason for someone to choose a product or place when shopping, which is based on consideration of the emotional desire to have fun, trend, or socializing. Hedonic motive is an encouragement to seek the pleasures of life, such as spending more time outdoors, happy gathering, happy in the crowd, and want to be the center of attention.

Based on these characteristics, the motives are included in hedonic motives are: (1). adventure motif, the shop is based on the desire to feel the difference between a coffee shop with other coffee shops. (2) Habitual buying motif, which is due to the desire to coffee shops have gained previous experience gained from parents who do continuously once a week or twice a month, so that informants have become accustomed to consuming coffee in a coffee shop. (3). Emotional and familial relationships, encouragement to the coffee shop due to the creation of an intimate relationship between the customer and the owner of the coffee shop when you first visit. Good relationship like this family cause customers to repeat. (4) Gratification motive, namely the urge to shop because they want to get other than buying additional products, the satisfaction and pleasure, and (5) Socialization motif, ie visits to the coffee shop because so many people gathered in a sense of comfort for both bercengkrama with old friends and also to get new friends.

Coffee shop customers make purchases based on hedonic motives. This is evident from a visit to the coffee shop due to their desire to always converge, which have an impact on the migration from one coffee shop to another coffee shop. In addition, the fulfillment of the drive needs to release stress after work, causing customers to the coffee shop to meet up with friends, chatting and laughing. Social activities and have a familiarity with the owner of coffee shop, then foster an emotional connection between the customer and the owner of the coffee shop so freely spend time until tonight.

## 5.2 *Utilitarian Motives*

Utilitarian motives are pure reason or the real reasons for shopping. Someone who is shopping for her/his actual needs, or they do not buy but just look around the product to be purchased or offered. According to Westbrook and Black in Kim, Ok et al. (2001) there are two types of shopping reasons, namely: (1) pure spending, is the reason for the shop which has the main objective is to meet the basic needs of food, (2) spending is not pure, that is shopping with the primary purpose is not to meet basic needs, like to look around and spend time.

The results showed that the coffee shop customers in Makassar shopping not only meets the hedonic motive to make purchases based on emotion and pleasure alone. Coffee shop customers are motivated to a coffee shop to get the benefits of shopping activities, namely: (1). Location motif, which is a boost to the coffee shop because easily found on every street corner or located in areas that are frequently traveled by customers from and to the office or to any place. Egaliter motif, ie visit to the coffee shop because the people who gathered at the venue to mingle regardless of social status and employment. (3) Telecommuting motive, which caused a boost to the coffee shop because coffee shop can be a convenient place for customers to get the job done while drinking coffee. They sometimes do not have time for back and forth to the office caused by road traffic, thus completing the transaction and other office activities through the wifi support provided by the coffee shop. (4). Products motive, namely a boost to the coffee shop due to the price of a cup of coffee is relatively cheaper compared price of a cup of coffee in a cafe or restaurant. Besides coffee flavor to suit local tastes. This situation is different from that offered in the cafe, where the coffee flavor was adjusted with international tastes. (5). Vehicle motive: that the coffee shop as a means to get business and jobs, as well as looking for a more economical value. This is due to people who gathered in a coffee shop consists of a variety of characters and work so that it can be labor market. This situation suggests that a coffee shop can be viewed as a problem solver for customers to meet their needs. This is in accordance with the opinion and Athola Batra (1991), Hirschman and Holbrook (1982), and Babin, et al (1994) in-Poaps Kang and Park (2010) and Poaps Kang (2010) where the conclusion states that utilitarianism is seen as a problem solver the emphasis on function and focus on the product.

As a whole can be interpreted that the consumption of coffee to the coffee shop driven by utilitarian and hedonic motives. Meaning that can be concluded is that the customer in one visit would be able to meet hedonic and utilitarian motives simultaneously.

## 6. *Future Research*

This study has several limitations that have examined the issue of gender. Researchers can only do interviews with male customers because customers do not find women who fit in a coffee shop. This limitation occurs because women do not often visit the coffee shop, but only at certain times that can not be predicted. Even if there are like to drink coffee, they prefer to go to a cafe or restaurant considering the atmosphere filled with cigarette smoke. Thus future research should consider the purchase of patronage motives research on women in the coffee shop.

Another limitation is that the study did not look at the relationship between patronage motives, customer satisfaction and loyalty with a coffee shop, so that future research can study it. In addition, the findings of this study show that the purchases made by customers in the coffee shop is an unplanned purchase, need for further research to explore more in depth and it is related to repetitive behaviors (repatronase).

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