



Information sources and consumer value dimensions in offline festive retailing – A study of consumer purchase motivation during festive seasons

M Kavi Priya¹, Dr. S Shanmugapriya²

¹ Department of Commerce, NGM College, Pollachi, Coimbatore, Tamil Nadu, India

² Associate Professor, Department of Commerce, NGM College, Pollachi, Coimbatore, Tamil Nadu, India

DOI: <https://doi.org/10.66856/ijmrd.2026.13.2.13317>

Abstract

Festive seasons represent an important period for retail businesses, influencing consumer purchase behaviour through various informational and motivational factors. The present study aims to analyse the major sources of information creating consumer awareness and identify the utilitarian and hedonic factors influencing purchase behaviour in offline retail stores during festive seasons. Primary data were collected from 1,017 respondents using a structured questionnaire and analysed using Multiple Response Analysis, Factor Analysis, and Reliability Analysis. The findings reveal that word-of-mouth communication, social media platforms, television, and in-store advertisements are the major sources of information influencing consumer awareness of festive offers. Factor analysis identified two significant dimensions of purchase motivation, namely Utilitarian Value (Functional Motive) and Hedonic Value (Experiential Motive), which together explained 59 per cent of the total variance. The study concludes that while information sources create awareness and stimulate store visitation, utilitarian and hedonic values play a crucial role in determining actual purchase decisions. The findings provide valuable implications for retailers in designing effective promotional strategies and enhancing festive shopping experiences.

Keywords: Consumer behaviour, festive shopping, utilitarian motivation, hedonic motivation, consumer value framework, offline retailing

Introduction

Festive seasons represent a crucial period for retail markets, particularly in culturally diverse economies such as India, where celebrations significantly influence consumer spending and purchasing behaviour. During festive periods, consumers actively participate in shopping activities to fulfil cultural, social, and personal needs. Retailers also intensify their marketing efforts by introducing special discounts, promotional campaigns, and festive offers to attract consumers and enhance sales performance. Despite the rapid growth of e-commerce and digital shopping platforms, offline retail stores continue to maintain their relevance due to their ability to provide direct product interaction, immediate product availability, personalised assistance, and a unique festive shopping atmosphere.

Consumer purchase behaviour during festive seasons is a complex process influenced by both external and internal factors. Consumer preferences are influenced by demographic characteristics, awareness levels, and various inducing factors that shape purchase and selection behaviour (Saravanan *et al.* 2026) [6]. External influences such as promotional communications, advertisements, social interactions, and festive marketing campaigns create awareness and stimulate consumer interest in retail offerings. However, awareness alone does not guarantee purchase decisions.

Once consumers enter a retail store, their buying behaviour is influenced by internal motivations that determine product evaluation and purchase choices. Purchase decisions are not solely influenced by rational evaluations. Consumer decisions are also shaped by emotional and subconscious processes that affect responses to marketing stimuli, shopping experiences, and promotional activities (Saravanan & Selvan, 2026) [7]. According to the Consumer

Value Framework, consumers derive both utilitarian and hedonic values from shopping experiences. Utilitarian values relate to functional benefits such as convenience, product quality, security, and certainty in purchase decisions, whereas hedonic values are associated with enjoyment, sensory experiences, product interaction, and emotional satisfaction derived from shopping activities.

Understanding the utilitarian and hedonic motivations underlying consumer purchase behaviour is particularly important in offline retail environments, where consumers can physically examine products, interact with sales personnel, and experience the store atmosphere. Although previous studies have examined consumer buying behaviour and shopping value dimensions, limited attention has been given to identifying the specific utilitarian and hedonic factors influencing consumer purchase behaviour during festive seasons in offline retail stores.

Therefore, the present study seeks to identify the utilitarian and hedonic factors influencing consumer purchase behaviour during festive seasons in offline retail stores. The findings are expected to provide valuable insights for retailers in designing effective marketing strategies and enhancing festive shopping experiences.

Review of Literature

Consumer purchase behaviour has been widely studied from the perspectives of shopping value, consumer decision-making, and customer experience. Previous studies have highlighted that consumers derive both functional and experiential benefits from shopping activities, while various psychological and social factors influence their purchase decisions. The relevant literature is reviewed under the following themes.

1. Utilitarian and Hedonic Shopping Values

Shopping value has emerged as a fundamental concept in understanding consumer purchase behaviour. Consumers derive value from shopping not only through the functional benefits obtained from products and services but also through the emotional and experiential satisfaction associated with the shopping process. Consequently, researchers have widely examined shopping behaviour through the utilitarian and hedonic value perspectives.

Babin *et al.* (1994) ^[1] demonstrated that shopping generates distinct utilitarian and hedonic value dimensions, indicating that consumers evaluate shopping experiences through both task-related efficiency and experiential enjoyment. This two-dimensional perspective has been widely supported in subsequent research across physical, online, and mobile shopping environments. Picot-Coupey *et al.* (2020) ^[5] confirmed that consumers simultaneously seek functional benefits and enjoyable shopping experiences across different retail formats. Further, Vieira *et al.* (2018) ^[8], through a meta-analysis, reported that both utilitarian and hedonic values positively influence consumer satisfaction, purchase intentions, and loyalty behaviours. Similarly, Kotler and Keller (2016) ^[4] emphasised customer value as a central concept in marketing strategy, arguing that consumer satisfaction and long-term relationships are developed through the effective delivery of value. Their framework suggests that consumers evaluate products and shopping experiences based on both functional benefits and experiential outcomes. Related studies on value-based marketing also highlight the importance of aligning marketing strategies with consumers' deeper needs, preferences, and shopping expectations. The reviewed studies collectively indicate that consumer purchase behaviour is influenced by a combination of utilitarian and hedonic motivations. While utilitarian values encourage consumers to seek convenience, quality, efficiency, and certainty in purchase decisions, hedonic values enhance shopping enjoyment, emotional engagement, and experiential satisfaction. Therefore, both value dimensions play a significant role in shaping consumer behaviour and provide a useful theoretical foundation for understanding festive shopping behaviour in offline retail environments.

2. Consumer Decision-Making and Purchase Behaviour

Consumer purchase behaviour is influenced by a wide range of psychological, social, and cultural factors that shape how individuals evaluate products and make purchase decisions. Understanding these determinants is essential for explaining variations in consumer preferences and buying patterns across different retail environments. Solomon (2018) ^[3] explored consumer behaviour through a comprehensive theoretical framework and identified psychological, social, and cultural factors as major determinants of purchase decisions. The study suggested that consumer behaviour is a complex process influenced by both internal motivations and external stimuli. Consumers' perceptions, beliefs, attitudes, and social interactions collectively influence their evaluation of products and services. Similarly, Schiffman and Wisenblit (2015) ^[2] analysed consumer decision-making behaviour and highlighted the importance of perception, motivation, attitudes, and learning in shaping purchase decisions. Their work demonstrated that consumers evaluate alternatives based on multiple criteria before arriving at

final purchase choices. The authors further argued that consumer decisions are influenced by both rational assessments and emotional responses generated during the buying process. The reviewed studies collectively indicate that consumer purchase behaviour is a multidimensional process influenced by psychological, social, cultural, and motivational factors. Consumers do not make purchase decisions solely based on product attributes; rather, their decisions are shaped by perceptions, attitudes, experiences, and external influences. These perspectives provide a theoretical basis for understanding how utilitarian and hedonic motivations influence consumer purchase behaviour during festive shopping in offline retail environments.

3. Research Gap

The reviewed studies have significantly contributed to the understanding of shopping value and consumer decision-making behaviour. While previous research has established the importance of utilitarian and hedonic values and examined various psychological and behavioural factors influencing purchase decisions, limited attention has been given to understanding how these value dimensions operate in offline retail environments during festive seasons. Furthermore, relatively few studies have simultaneously examined the major sources of information creating consumer awareness and the utilitarian and hedonic motivations influencing festive purchase behaviour in offline retail stores. Therefore, the present study attempts to fill this gap by analysing the major sources of information influencing consumer awareness and identifying the utilitarian and hedonic factors affecting consumer purchase behaviour during festive seasons in offline retail environments.

Statement of the Problem

Festive seasons are characterised by increased consumer spending and intense retail competition. During these periods, retailers adopt various promotional strategies and communication channels to attract consumers and create awareness about festive offers. Consumers receive information through multiple sources such as word of mouth, social media, television, radio, newspapers, in-store advertisements, and digital communication platforms. However, the effectiveness of these information sources in influencing consumer purchase behaviour may vary significantly.

At the same time, consumer purchase decisions are not determined solely by information exposure. Consumers evaluate products and shopping experiences based on both utilitarian values, such as convenience, product quality, security, and functional benefits, and hedonic values, such as enjoyment, excitement, and experiential satisfaction. Understanding how these value dimensions influence purchase behaviour is particularly important in offline retail environments, where consumers can physically interact with products and experience the shopping atmosphere.

Despite the growing importance of festive retailing, limited research has simultaneously examined the role of information sources and consumer value dimensions in shaping purchase behaviour during festive seasons. Consequently, retailers often lack adequate knowledge regarding the most effective communication channels and the key motivations driving festive purchases. Therefore, the present study seeks to identify the major sources of

information influencing consumer awareness and examine the utilitarian and hedonic factors affecting consumer purchase behaviour in offline retail stores during festive seasons.

In this context, the following research questions are raised:

1. What are the major sources of information that influence consumer awareness of festive offers in offline retail stores?
2. What utilitarian and hedonic factors influence consumer purchase behaviour during festive seasons in offline retail environments?

Objectives of the study

Understanding the sources through which consumers obtain information about festive offers and the factors that motivate their purchase decisions is essential for retailers operating in offline retail environments. Information sources help create consumer awareness, while utilitarian and hedonic values influence the evaluation and selection of products during festive shopping. Identifying these factors can provide valuable insights for developing effective promotional strategies and enhancing consumer shopping experiences. In this context, the present study has been undertaken with the following objectives:

1. To analyse the major sources of information influencing consumer awareness of festive offers in offline retail stores.
2. To examine the utilitarian and hedonic factors influencing consumer purchase behaviour during festive seasons in offline retail stores.

Research Methodology

The present study adopted a quantitative research approach with a descriptive and analytical research design to examine the sources of information and factors influencing consumer purchase behaviour during festive seasons in offline retail stores. The study is based on primary data collected from consumers participating in offline festive shopping through a structured questionnaire using the survey method. A non-probability convenience sampling technique was employed to select the respondents, and data were collected from 1,017 consumers. The questionnaire consisted of opinion-based statements measured using a Likert scale and was developed based on the Consumer Value Framework, focusing on utilitarian value (functional motives) and hedonic value (experiential motives). The collected data were analysed using Multiple Response Analysis to identify the major sources of information influencing consumer awareness of festive offers, Factor Analysis (Principal Axis Factoring with Oblimax Rotation) to identify the underlying utilitarian and hedonic dimensions influencing purchase behaviour, and Reliability Analysis using Cronbach's Alpha to assess the internal consistency of the scale. The statistical analyses were performed using SPSS software.

Analysis and Discussion

Analysis and interpretation of data constitute an important stage of research, as they facilitate the transformation of raw data into meaningful findings. The present study analyses the sources of information influencing consumer awareness of festive offers and the utilitarian and hedonic factors affecting purchase behaviour in offline retail stores during festive seasons. Appropriate statistical tools such as Multiple Response Analysis, Reliability Analysis, and

Factor Analysis were employed to achieve the objectives of the study. The results and their interpretations are presented in the following sections.

1. Sources of Information About Offline Festive Offers

Information sources play a vital role in creating consumer awareness and influencing purchase decisions during festive seasons. Consumers obtain information about festive offers through various communication channels, including traditional media, interpersonal communication, in-store promotions, and digital platforms. Since respondents were allowed to select multiple sources of information, Multiple Response Analysis was employed to identify the major sources through which consumers become aware of festive offers in offline retail stores. The results are presented in Table 1.

Table 1: Sources of Information about the offline festive offers

S. No.	Sources	N	Per cent	Per cent of Cases
1	In-Store advertisement	951	13.2	93.5
2	Television and Radio	966	13.4	95.0
3	Newspaper and magazines	906	12.6	89.1
4	Word of mouth/friends and family	986	13.7	97.0
5	WhatsApp messages from the store	912	12.7	89.7
6	Flyers and pamphlets	698	9.7	68.6
7	Social media post (Instagram, YouTube)	975	13.5	95.9
8	Others	809	11.2	79.5
	Total	7203	100.0	708.3

Source: Primary data

The Multiple Response Analysis reveals that word-of-mouth communication through friends and family is the most influential source of information regarding festive offers in offline retail stores, as reported by 97.0 per cent of the respondents. This is followed by social media platforms such as Instagram and YouTube (95.9%), television and radio (95.0%), and in-store advertisements (93.5%). The findings indicate that both interpersonal communication and digital media play a crucial role in creating awareness of festive offers among consumers.

Further, a substantial proportion of respondents rely on WhatsApp messages from stores (89.7%) and newspapers and magazines (89.1%) to obtain information about festive promotions. In contrast, flyers and pamphlets (68.6%) emerge as the least preferred source of information, suggesting a decline in their effectiveness in reaching consumers. Other sources of information were reported by 79.5 per cent of the respondents.

Overall, the findings demonstrate that personal recommendations, social media platforms, and electronic media are the most effective communication channels for disseminating information about festive offers in offline retail stores. Therefore, retailers should prioritise these channels while designing festive promotional campaigns to maximise consumer awareness and engagement.

2. Identification of Purchase Motivation Factors through Factor Analysis

Factor analysis was employed to identify the underlying dimensions of consumer purchase motivation during festive shopping in offline retail stores. The technique helps reduce a large number of interrelated variables into a smaller set of meaningful factors, thereby facilitating a better

understanding of the key dimensions influencing consumer purchase behaviour. Before factor extraction, the reliability, sampling adequacy, and validity of the measurement scale were assessed to ensure the suitability of the data for factor analysis.

2.1 Kaiser-Meyer-Olkin (KMO) and Bartlett's Test of Sphericity

To assess the suitability of the data for factor analysis, the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy and Bartlett's Test of Sphericity were performed.

Table 2: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.852
Bartlett's Test of Sphericity	Approx. Chi-Square	5245.592
	Df	36
	Sig.	.000

Source: Primary data

Table 3: Pattern matrix

Variables	Utilitarian Value	Hedonic Value
Instant product access	.837	
Assurance of product quality	.766	
Support from sales personnel	.817	
Ease of offline purchasing	.784	
Security in payment transactions	.793	
Certainty in buying decision	.855	
Tactile evaluation preference		.889
Trial-based buying preference		.673
Experiential shopping enjoyment		.661

Source: Primary data

Factor 1, labelled as Utilitarian Value (Functional Motive), comprises variables such as instant product access, assurance of product quality, support from sales personnel, ease of offline purchasing, security in payment transactions, and certainty in buying decisions. The factor loadings ranged from 0.766 to 0.855, indicating strong associations between the variables and the factor. This factor reflects consumers' preference for convenience, quality assurance, security, and confidence in the purchase process.

Factor 2, labelled as Hedonic Value (Experiential Motive), includes tactile evaluation preference, trial-based buying preference, and experiential shopping enjoyment. The factor loadings ranged from 0.661 to 0.889, demonstrating satisfactory associations between the variables and the factor. This factor captures the experiential and emotional aspects of shopping, highlighting consumers' desire for product interaction and shopping enjoyment.

The KMO value of 0.852 exceeded the recommended threshold of 0.50, indicating adequate sampling adequacy. Further, Bartlett's Test of Sphericity was found to be statistically significant ($\chi^2 = 5245.592$, $p < 0.001$), confirming the existence of sufficient correlations among the variables and supporting the application of factor analysis.

2.2 Pattern matrix

Factor extraction was carried out using Principal Axis Factoring with Oblimax Rotation. The analysis extracted two significant factors that together explained 59 per cent of the total variance in consumer purchase motivation during festive shopping. Factor 1 accounted for 38 per cent of the total variance, while Factor 2 explained an additional 21 per cent of the variance. The cumulative variance explained by the two factors indicates that they adequately represent the underlying dimensions of consumers' purchase motivations.

Since all factor loadings exceeded the recommended threshold of 0.60, the extracted factors exhibit strong construct validity and meaningful interpretation. Therefore, the results confirm that consumer purchase motivation during festive shopping is primarily driven by both utilitarian and hedonic value dimensions.

3. Composite Reliability and Convergent Validity

The reliability of the purchase motivation scale was examined using Cronbach's Alpha. The scale comprising nine items recorded a Cronbach's Alpha value of 0.867, indicating good internal consistency and confirming the reliability of the measurement instrument. The reliability and convergent validity of the extracted factors were assessed using Composite Reliability (CR) and Average Variance Extracted (AVE).

Factors	Composite Reliability	Average Variable Extraction	Interpretation
Utilitarian Value	0.92	0.660	Excellent reliability and convergent validity
Hedonic Value	0.79	0.560	Good reliability and acceptable convergent validity

Source: Primary data

The results indicate that the Utilitarian Value factor recorded a Composite Reliability of 0.92 and an AVE of 0.66, while the Hedonic Value factor achieved a Composite Reliability of 0.79 and an AVE of 0.56. The CR values for both factors exceed the recommended threshold of 0.70, indicating satisfactory internal consistency and reliability. Similarly, the AVE values are greater than the minimum acceptable level of 0.50, confirming adequate convergent validity. These findings suggest that the observed variables

adequately represent their respective latent constructs and that the extracted factor structure is both reliable and valid for explaining consumer purchase motivations during festive shopping in offline retail stores. The study confirms that festive consumer behaviour is influenced by both communication and experiential factors. The dominance of word of mouth aligns with previous research emphasising social influence. The importance of social media reflects evolving consumer preferences in the digital era. The factor

analysis supports the Consumer Value Framework, highlighting the dual role of utilitarian and hedonic motivations. Offline retail environments are particularly effective in delivering both functional efficiency and experiential satisfaction, making them highly relevant during festive seasons.

Conclusion

The present study examined the major sources of information influencing consumer awareness and the utilitarian and hedonic factors affecting consumer purchase behaviour in offline retail stores during festive seasons. The findings revealed that word-of-mouth communication, social media platforms, television, radio, and in-store advertisements are the most influential sources of information through which consumers become aware of festive offers. These communication channels play a significant role in attracting consumers and encouraging store visits during festive periods.

The factor analysis identified two key dimensions underlying consumer purchase motivation, namely Utilitarian Value (Functional Motive) and Hedonic Value (Experiential Motive). The utilitarian dimension comprises factors such as instant product access, product quality assurance, support from sales personnel, convenience of purchase, payment security, and certainty in buying decisions. The hedonic dimension includes tactile product evaluation, trial-based buying preference, and shopping enjoyment. Together, these factors explained 59 per cent of the total variance in consumer purchase motivation, indicating that both functional and experiential considerations play an important role in festive shopping behaviour.

The reliability and validity assessments confirmed the robustness of the measurement scale, with satisfactory Cronbach's Alpha, Composite Reliability, and Average Variance Extracted values. The findings suggest that information sources primarily create awareness and stimulate consumer interest, whereas utilitarian and hedonic values serve as internal motivations that ultimately influence purchase decisions.

The identification of utilitarian and hedonic dimensions supports the findings of Babin *et al.* (1994) ^[1], who argued that shopping value comprises both functional and experiential benefits. Similarly, Picot-Coupey *et al.* (2020) ^[5] confirmed the relevance of these dimensions across retail environments. The present study extends this understanding to festive shopping contexts, indicating that consumers seek both efficiency and enjoyment while making purchase decisions in offline retail stores.

From a managerial perspective, retailers should adopt an integrated marketing approach that combines effective communication strategies with enhanced in-store shopping experiences. Strengthening word-of-mouth communication, leveraging social media platforms, ensuring product availability and quality, improving transaction security, and creating enjoyable shopping environments can significantly enhance consumer engagement and purchase intentions during festive seasons.

The study is limited to consumers from a specific geographical area and employs convenience sampling, which may restrict the generalisability of the findings. Future research may extend the study to different regions and retail formats and examine the influence of additional

psychological, social, and technological factors on festive shopping behaviour. Further studies may also compare offline and online retail environments to gain a more comprehensive understanding of consumer purchase motivations during festive seasons.

References

1. Babin BJ, Darden WR, Griffin M. Work and/or fun: Measuring hedonic and utilitarian shopping value. *Journal of Consumer Research*,1994;20(4):644–656.
2. Schiffman LG, Wisenblit J. *Consumer behaviour* (11th ed.). Pearson, 2015.
3. Solomon MR. *Consumer behaviour: Buying, having, and being* (12th ed.). Pearson, 2018.
4. Kotler P, Keller KL. *Marketing management* (15th ed.). Pearson, 2016.
5. Picot-Coupey K, Krey N, Huré E, Ackermann C-L. Still work and/or fun? Corroboration of the hedonic and utilitarian shopping value scale. *Journal of Business Research*,2020;126:578-590. <https://doi.org/10.1016/j.jbusres.2019.12.018>
6. Saravanan R, Selvan MC. The Neuromarketing Landscape in India: A Theoretical Review of Evolution, Methodologies and Ethical Frontiers. *Journal of Education, Society and Behavioural Science*,2026;39(1):89–99. <https://doi.org/10.9734/jesbs/2026/v39i11460>
7. Saravanan R, Selvan MC, Ajay A. Exploring the Influence of Demographics, Awareness, and Inducing Factors on Preference of Railway Services. *Atna Journal of Tourism Studies*,2026;21(1):133-152. <https://doi.org/10.12727/ajts.35.8>
8. Vieira V, Santini FO, Araujo CF. A meta-analytic review of hedonic and utilitarian shopping values". *Journal of Consumer Marketing*,2018;35(4):426–437. [doi: https://doi.org/10.1108/JCM-08-2016-1914](https://doi.org/10.1108/JCM-08-2016-1914)