

# **Utilitarian and Hedonic Satisfaction as Drivers of Consumer Repurchasing Behavior: The Mediating Role of Overall Satisfaction**

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Technological advancement and globalization blur the industrial and regional boundaries of the businesses, and many firms shift their businesses from the traditional style to e-commerce business to generate profits more effectively and efficiently. It is observed that reducing customer churn can be led to a higher profit ratio for the organizations, and it is difficult to highlight the important factors that affect customer intentions to repurchase. One of the major factors which could be identified from previous studies is satisfaction. However, this shift also creates some issues regarding customer satisfaction, and customer repurchase behavior is more complex to understand due to the availability of a wide range of alternatives. For that, we incorporated utilitarian elements of online shopping along with hedonic elements to analyze that how e-commerce vendors provide utilitarian satisfaction along with hedonic satisfaction using functional and aesthetic performance. In this perspective, this study has been conducted to analyze which factors create consumer satisfaction that will lead to higher repurchase intentions. For that purpose, we have collected data from 209 online consumers that are using e-commerce website to make online purchasing. The SPSS analysis technique has been used to analyze the relationship among concerned variables. Besides, findings reveal that the aesthetic properties of the e-commerce website are equally important along with functional properties as both will create hedonic and utilitarian satisfaction for the consumers respectively. Research explicates that the success and failure of the functionality of the e-commerce sites are contingent upon many factors. Those factors were presented in that research to assist marketers and IT experts in developing and designing e-commerce websites producing more utilitarian and hedonic value. In turn, both hedonic and utilitarian satisfaction will galvanize the repurchase intention of the consumers through overall satisfaction. Hence, this research has fruitful implications for academia as well as for the corporate sector as it addressed the problems of e-commerce business regarding consumer satisfaction and repurchase behaviors of online shoppers.

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