Analyzing the Impact of Utilitarian Values, Hedonic Values and Responsible Consumption on Consumer Satisfaction and Re-Purchase Intention: A Cross-Sectional Study of Generation Z

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Abstract

This study examines the complex relationships between utilitarian, hedonistic, and responsible consumption and their effects on customer satisfaction and intention to repurchase. Total 311 respondents participated in the cross-sectional survey, and the PLS algorithm was used for data analysis. The study highlights the complexity of Gen Z behavior by showing how utilitarian and hedonistic values majorly impact consumer satisfaction. Remarkably, Responsible Consumption has a lesser effect on satisfaction. It also turns out that consumer satisfaction significantly influences repurchase intention among Generation Z. The study advances knowledge of Gen Z's buying behavior and demonstrates the complex interactions in the given environment. These results provide insightful information for brand owners and marketers who wish to comprehend and appeal to the vital group of Generation Z.

Keywords: Responsible consumption, Utilitarian value, Hedonic values, Consumer satisfaction, Re-Purchase intention, Generation Z (GenZ)

Introduction

The Gen Z generation is predicted to make up 40% of all customers worldwide by 2023 and have an enormous purchasing power of over $360 billion. They have produced a group of people who have mastered the online retail ecosystem as well as developed a distinctive set of demands and preferences for their digital interactions with social media, the digital shelf, eCommerce as a whole, and even the level of user experience across various digital platforms (Node, 2023b)

A person born between 1981 and 1996 is referred to as a millennial, also known as Generation Y or Gen Y, but various sources can differ by one or two years (Zelazko, A. (2023, August 18). Millennials and Generation Z are sometimes mistakenly seen as belonging to the same category, although this is untrue (Thomas et al., 2018). Generation Z refers to those born between the middle of the 1990s and the end of the 2010s (Turner, 2015). Generation Z (Gen Z) is emerging as a powerful force

influencing consumer behavior in today's quickly shifting market. The first generation to have grown up in a technologically sophisticated world is the Gen Z generation. This technological advancement has significantly influenced their beliefs and behaviors, particularly online shopping (Wijerathne & Peter, 2023).

Understanding this generation's spending patterns and values is becoming increasingly important as they mature and acquire more purchasing power. Since these generations are significantly different from the previous generations and are more brand-conscious, it is essential to approach them while considering their preferences (Thomas et al., 2018).This study explores the complex interplay of hedonic pleasures, utilitarian necessities, and responsible consumption that drive Gen Z consumer's satisfaction with their re-purchase intentions.Consumers have a significant role in the company's ultimate objectiveto generate significant profits by selling goods and services. Companies must be aware of the aspects that might affect consumers' decisions to buy products in order to accomplish this. Customers will participate in the process of buying, comparing, and sharing different goods and services both online and offline (Gan & Wang, 2017a).

Responsible consumption is making well-informed decisions about what we buy by considering its advantages to the environment, society, and economy. A person's ethical principles guide when making choices and acting in a manner compatible with what is right or wrong from a moral point of view in a given circumstance or culture. The definitions of ethical standards can vary widely among nations, religions, and belief systems. These standards provide a framework that allows individuals and society to address complex ethical dilemmas and take actions that align with their moral principles.Although Gen Z is recognized for its social consciousness, it also has a strong affinity for experiences and goods that offer great novelty and diversity (Salot, 2022). They are distinguished by their sensitivity to moral issues, commitment to social action, and environmental awareness. Most members of Generation Z are apprehensive about the world's future and societal issues, and they frequently take aggressive measures to solve these worries. As a consequence, Gen Z

and responsible consumption are closely related. Increasing social and environmental consciousness is a hallmark of Generation Z. They are known to support companies and goods that share their ideals, such as those that support fair labor laws, environmental protection, and animal welfare.

Customers see hedonic value as pleasurable encounters and joys. In contrast to a utilitarian value, hedonic value is more individualized and subjective and focuses more on enjoyment than the distribution of work (Evelina et al., 2020a).When there are no monetary values involved, hedonic value is defined as a non-functional advantage that places a greater emphasis on emotional incentives (Gan & Wang, 2017a). Understanding hedonism, a philosophical trend, is necessary before engaging in hedonic buying. Hedonism is described as a lifestyle focused on or committed to pleasure and characterized by the highest level of enjoyment. Searching for hedonic experiences is a highly typical action, even if it is uncommon for someone to commit their entire being to pleasure. The value from the creative, sentimental, and sensual aspects of buying is known as hedonic value (Babin et al., 1994; Hirschman & Holbrook, 1982). Hedonic shopping is the term used to describe the enjoyable and pleasing psychological or cognitive aspects of shopping (Varadaraj & Charumathi, n.d.).

According to Jones et al., 2006, utilitarian value is the efficient purchase of goods and services, wherein the shopping experience is handled as a task and may be seen as reflecting a cognitive, goal-oriented behavior. Efficiency, practicality, and value for money are essential to Gen Z. Because they judge items on how well they can satisfy specific demands, the connection between utilitarian values and consumer purpose is of utmost significance. Understanding how Gen Z strikes the delicate balance between moral considerations and real-world value when making purchasing decisions is critical. When buying for purposes other than pleasure, consumers make reasonable decisions. With this strategy based on utilitarian benefit, the customer emphasizes a product's functional aspects (Babin et al., 1994).

When a consumer examines a product and related services

immediately following a purchase, this cognitive and emotional stage is referred to as the "satisfaction stage."(Chen et al., 2019)Consumer satisfaction, a feeling experienced after a purchase, is crucial in determining future purchase intentions. Their satisfaction greatly influences customer loyalty. When customers are satisfied with the services they receive, they are more inclined to come back and keep up business relationships (Puspitasari et al., 2023).

In addition to product performance, Gen Z's degree of happiness is also determined by how effectively items meet their hedonic and ethical expectations. A crucial turning point in the consumer experience is the post-purchase stage. The experience for Gen Z extends beyond the time of purchase and includes product usage, emotional fulfillment, and the compatibility of their values with the promises made by the product. As a link between pre-buy considerations (responsible consumption, utilitarian, and hedonistic values) and future purchase intention, consumer satisfaction is a critical variable in our investigation.

Gen Z is the forerunner of a transformed market where moral concerns, practical requirements, and hedonistic pleasures influence purchasing intentions. Gen Z symbolizes the future of consumer behavior at the forefront of a modified marketplace.

This study intends to investigate the complex interactions between values, consumer satisfaction, and re-purchase intentions in light of the quickly changing marketplace impacted by Generation Z's exposure to external variables and information. To dive into the complex nature of Generation Z's purchasing behavior and its influence on customer satisfaction, the following research objectives have been established:

- To analyze the impact of Utilitarian values on consumer satisfaction with Gen Z.

- To examine the impact of Hedonic values on consumer satisfaction with Gen Z.

- To analyze the impact of Responsible consumption on consumer satisfaction with Gen Z.

- To test the influence of Utilitarian, Hedonic, and Responsible consumption on consumer satisfaction.

- To analyze the influence of utilitarian, hedonic, responsible consumption, and consumer satisfaction on consumers' re-purchase intention.

The traditional purchasing model's applicability in a time when Gen Z is exposed to an unprecedented amount of information and impacted by a wide range of external variables is in doubt. The effects of utilitarian and hedonistic values and responsible consumption on consumer pleasure have all been widely studied in past research; nevertheless, there is an explicit knowledge void about how these values interact and change in the setting of Gen Z's information-rich world. The traditional models, frequently founded in fairly consistent consumer behaviors, may no longer accurately reflect the complex elements of Gen Z's re-purchasing decisions.

In a time when Gen Z's decisions are constantly influenced by the dynamic, real-time flow of information and outside forces, such as social media, peer networks, and online communities, the research's challenge is to examine how these values overlap and affect the satisfaction of customers. In order to reduce this gap, this study looks at the changing dynamics of Gen Z's re-purchasing behavior, the applicability of conventional purchase models, and the extent to which moral, utilitarian, and hedonistic values still influence consumer satisfaction in today's data-rich and hyperconnected environment.

It is critical to assess if conventional buying patterns still hold in light of Generation Z's exposure to various outside influences and information. Understanding how hedonic, utilitarian, and responsible consumption interact and influence consumer satisfaction and re-purchase intentions in today's fast-paced environment is essential.

Literature Review

The relationship between perceived benefit and perceived risk is reflected in perceived value, which is defined as "the whole value that a customer assigns to a product based on their impressions of what they receive and what they are offered" (Gan & Wang, 2017b; Zeithaml, 1988). In contrast to perceived risk, which is associated with the expenses of obtaining the products or services, perceived benefit is related to the advantages consumers are expected to get

from the products or services (Gan & Wang, 2017b; Scheer & Wood, 1996; Zeithaml, 1988). In much scientific research, primarily on services, perceived value is examined to determine satisfaction and intentions for the future (Wu & Li, 2017). Prior research has used attitude and behavior to assess perceived value (Haque et al., 2020).(Luo et al., 2022),discovered that consumer satisfaction and re-purchase intention are positively impacted by perceived value.(Kesari &Atulkar, 2016), It discovered that Perceived value and customer satisfaction showed a robust and positive relationship., with both hedonic and utilitarian value having a beneficial and favorable impact.

Utilitarian value

Utilitarian value is a component of consumption value associated with productivity, task completion, and the financial elements of goods and services (J. Kim et al., 2023). The overall customer evaluation of the functional benefits obtained is known as utilitarian value (Haque et al., 2020).Utilitarian Value becomes an essential factor while evaluating consumer behavior in offline shopping (Gan & Wang, 2017b).Customers who decide on the product's practical worth will assess it more objectively(Kesari &Atulkar, 2016). When a product or service is judged on its price, features, and appropriateness, this is referred to as having utilitarian value (Hoffman & Novak, 1996). (Overby & Lee, 2006) state that utilitarian value refers to the consumer's evaluation of the benefits, costs, and prices after considering the products' qualities. An earlier study demonstrates that more utilitarian value results in greater enjoyment (Gan & Wang, 2017).

H1: Utilitarian value has a significant impact on customer satisfaction.

Hedonic value

Also, Hedonic Value is a crucial element in evaluating consumer behavior. Hedonic value is whatconsumers believe is based on enjoyable experiences and pleasures. It is more individualized and subjective than utilitarian value, emphasizing enjoyment more than the distribution of duties (Evelina et al., 2020b).The pleasure, happy emotions, and delight customers gain from their experience are all

included in the hedonic value (J. Kim et al., 2023). Researchers have proposed that novelty or experience-seeking and emotional value are included in hedonic value (Dedeoglu et al., 2018). Customers will feel more content if they believe they have received a more excellent value in exchange for their enjoyable experience. Hedonic value is defined as a benefit that is not functional and does not entail monetary values, focusing instead on emotional advantages (Gan & Wang, 2017b). When customers receive positive hedonic value from a product they appreciate, they are more likely to display good behavioral intentions to receive the same benefits in the future. In other words, customers are more likely to select the same thing in the future if the product they use has a feeling of novelty or is used to experience positive emotions like enjoyment (Dedeoglu et al., 2018).

According to the research above, hedonic value has a considerable and favorable impact on satisfaction, influencing customers' purchase intentions (Haque et al., 2020).

H2: Hedonic value has a significant impact on customer satisfaction.

Generation Z

People born between 1995 and 2010 and immediately after the millennial generation are known as Generation Z (Mohr et al., 2017). Generation X (GenX) is the generation that was said to have been born between the middle of the 1960s and the start of the 1980s (Kagan, 2023). While GenX is regarded as the most technologically advanced generation and has used technology to further their professional careers, Generation Y (those born between 1980 and 1995) has experienced a significant shift in technology and has grown up with access to the internet and cell phones(Lissitsa& Kol, 2016). The first generation to use technology in comfort is Generation Y. On the other hand, Generation Z (born between 1995 and 2010) was born in an era of rapid technological advancement (Desai & Lele, 2017).

Despite being a tech-savvy age, Gen Z enjoys shopping offline just as much as online. According to a recent poll, Gen Z likes to see, touch, and experience a thing before

purchasing it. Despite being digital natives who have grown up with the ability to purchase anything with the click of a mouse, Gen Z seems to still like shopping in traditional stores just as much as they do online. In recent research, the ICSC polled 1,008 persons between the ages of 16 and 26 about their buying preferences and behaviors. Even while 95% of Gen Z like internet shopping, the study indicated that 97% also enjoy coming to the mall (Bhaimiya, 2023).

Since Gen Z is the newest generation to start working and possessing purchasing power, it is crucial to understand their shopping patterns. They are open to shopping at various establishments, seek high-quality products, and are interested in global affairs. The current generation is mainly concerned about the environment and future generations, making them a viable market for long-term economic success. They view earlier generations as emblems of excessive materialism, corporate greed, and consumerism. They are more likely to buy high-quality, ecologically friendly products, and Gen Z consumers are predicted to keep following this trend.

Responsible Consumption

By 2050, it is projected that there will be 9.6 billion people on the planet, a symbol of wealth and expansion. However, this upward trend is not without difficulties, chief among them being rising consumption and waste output (Foresight, n.d.). These causes greatly aid the acceleration of climate change. In order to practice responsible consumption, one must be aware of the effects of purchases on the economy, society, and environment. To reduce the influence of our collective activities on the environment, we must make educated decisions about the things we purchase.It is observed that Gen Z consumers are now more environmentally, socially, and politically concerned (ESG). Instead of merely buying things, their purchases are investments in a way of life. The younger generation is enthusiastic about social and political ideals and purchases wisely, especially regarding sustainability and equality. According to research, 78 percent of Generation Z consumers believe firms should speak out about diversity issues, and 81.7% respect environmental sustainability (Salot, 2022).

H3: Responsible consumption has a significant impact on customer satisfaction.

Customer Satisfaction & Repurchase Intention

Consumer satisfaction and repurchase intent are two topics that have received the most significant academic research and are also among the most crucial in today's practice. Customer satisfaction is the degree of total enjoyment or fulfillment that a customer feels due to the service meeting their needs, wants, and expectations regarding the service. The choice to make another purchase of a particular product from the same seller after considering the seller's offer and the buyer's anticipated circumstances is known as repurchase intention (Ibzan et al., 2016).(Terblanche, 2018)found that the wide range of the products, the interaction with the staff, the environment within the store, and the emotions generated while in the store positively impact customer satisfaction, which is linked to the desire to repurchase.

As stated by (Godefroit-Winkel et al., 2022), satisfaction is a psychological state of mind that a satisfying experience triggers. According to the theory put forward by Tarofder et al.,hedonic value, utilitarian value, and social value, value all influence consumer satisfaction and perceived intention. When a consumer analyses a good or service immediately following a purchase, this cognitive and emotional stage is called the "satisfaction stage"(Chen et al., 2019). Therefore, customer satisfaction significantly affects their decision to continue buying (Zhang et al., 2022). In order to determine if a person is satisfied with a product, they must compare their expectations with the product's perceived performance (or result) (Qolbi et al., 2020). From a few definitions above, it can be inferred that customer satisfaction measures how well consumers behaveabout their hopes and expectations after using a good or service (Bramantio Lau et al., 2020).

H4: Customer satisfaction significantly impacts the customer's intention to re-purchase.

According to (Ibzan et al., 2016), Repurchase is an actual customer intention of purchasing or using the goods once again. Repurchase Intention has been said to emerge as a result of product usage experience. Therefore, one of the

methods businesses anticipate using to leave a positive impression on customers and entice them to repurchase is ensuring high customer satisfaction (Bramantio Lau et al., 2020). Suppliers must be aware of customers' plans to make more purchases since it only takes a few transactions from a customer to profit throughout their lifetime (Ali & Bhasin, 2019). As stated by (Hellier et al., 2003), Repurchase intention is the process by which a customer makes a second buy of products or services from the same company; the reason for the subsequent purchase is mainly influenced by the first. Customers are more inclined to make repeat purchases from a vendor if they find value (both hedonistic and utilitarian) and are satisfied with previous purchases from that supplier (Park & Kim, 2003).

Research Methodology

Conceptual Model Figure - 1
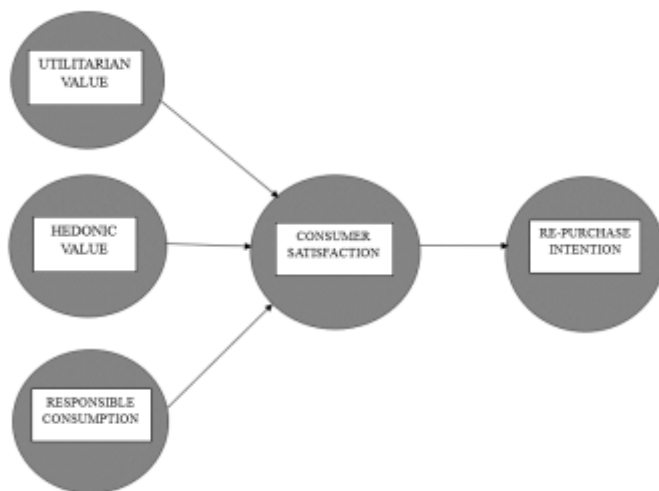
The research model has five constructs: Hedonic Value, Utilitarian Value, Responsible Consumption, Customer Satisfaction, and Re-purchase Intention. In order to measure and investigate the relationships between the variables, this study used a quantitative research methodology. The explanatory research approach was chosen because it allows for the analysis of causal links between variables. The study analyzes the impact of hedonic, utilitarian, responsible consumption, and customer satisfaction on customer's re-purchase intention.

Population and Sample

The population in this study isGeneration Z shoppers who buy products from offline retail stores. The participants for the research were selected using a purposive sampling technique. This approach ensured that the sample included Generation Z customers who were actively purchasing, had relevant experiences, hedonistic and utilitarian values, responsible consumption, customer satisfaction, and repurchase intentions. The data was gathered using a standardized questionnaire. Items in the survey were rated on a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The items were taken from the existing research but were modified according to the research requirements.

Data collection & Analysis algorithm

Convenience sampling was used to perform the study. An online questionnaire survey was used to get primary data from respondents. This approach was chosen for its practicality, economy, and capacity to reach a broad and dispersed Generation Z demographic. 311 responses are collected for the research by sending Google form links through WhatsApp and other social media.Smart PLS, a software package for Structural Equation Modelling (SEM), is used to validate this study's measurement and structural models. It is intended to support researchers and analysts as they carry out advanced statistical analysis and modelling.

Results

Respondent Description

During the research project, 311 respondents from the Gen Z cohort responded to an online questionnaire to actively participate. This varied population comprises males (139; 44.7%) and females (172; 55.3%) from the thriving and active National Capital Region (NCR) of Delhi. The fact that respondents to this survey come from a variety of educational backgrounds—intermediate (24; 7.7%), Bachelor's degree (86; 27.7%), and Master's degree holders (201; 64.6%)—is one of its main strengths. The central part of the research came from the respondents belonging to the Master's degree holders.

Table 1: Respondent Description

Measure	Items	Frequency	Percentage
Gender	Male	139	44.7%
	Female	172	55.3%
Age	Under 18	23	7.4%
	18 – 21	75	24.1%
	22 - 25	186	59.8%
	Above 25	27	8.6%
Educational Background	Intermediate	24	7.7%
	Bachelor's degree	86	27.7%
	Master's degree	201	64.6%
Annual Income	Upto 2,50,000	178	57.2%
	2,50,000 – 3,00,0000	14	4.5%
	3,00,000 – 5,00,000	29	9.3%
	5,00,0000 – 10,00,000	52	16.7%
	10,00,000 and above	38	12.2%

Validity and Reliability Test

The reliability tests revealed that the constructs measuring responsible consumption, hedonic value, utilitarian value, customer satisfaction, and repurchase intention—each including five to six statements—exhibited Cronbach's alpha coefficients over the 0.7 limit. Greater values signify increased internal consistency. These results for each construct demonstrate strong internal consistency, meaning that the statements in each set measure the aspects for which they are intended. The test was performed on statements that had undergone a successful Cronbach alpha test. According to the results, each item is reliable to its related construct.

Table 2: Reliability test results

Construct	Code	Items	Source	Cronbach Alpha
Hedonic Value	HV1 HV2 HV3 HV4 HV5 HV6	To some exten t, I believe that shopping is an adventure for me. I get the feeling that I am in my world when I am shopping. I go shopping to lift my mood whenever I am feeling low. I go shopping when I feel like treating myself to something special I do shop to keep up myself with the new fashion. I get more pleasure while shopping than what I get from the products purchased.	(Al Doghan&Albarq, 2022b)	0.876

Construct	Code	Items	Source	Cronbach Alpha
Utilitarian Value	UV1 UV2 UV3 UV4 UV5	The prices of my services are consistently fair, aligning with the quality provided. During my in-store experiences, I focused solely on finding the specific items I needed. I can efficiently achieve my objectives when shopping in physical stores. The pricing of the services I engage with in offline stores is appropriate. I think that offline retail stores offer excellent economic value.	(Chang & Tseng, 2013b)	0.862
Responsible Consumption	RC1 RC2 RC3 RC4 RC5	I try not to buy things that are too expensive. I am in control of my impulse to buy more than I need. I do not mind spending less on products that help maintain a safe and healthy environment. Purchasing goods in biodegradable packaging or containers is my preference. When purchasing, I consider whether the item would hurt the environment. .	(Quoquab et al., 2019b)	0.869
Customer Satisfaction	CS1 CS2 CS3 CS4 CS5	I am glad I chose to buy from physical retail outlets. If I had to do it again, I would feel differently every time I made an offline purchase. I am satisfied buying from retail stores as compared to other buying channels. I believe that using offline stores for shopping is a wise choice. I feel like the experience of visiting stores for shopping is satisfying.	(Evelina et al., 2020c; Srinivasan et al., 2002b)	0.803
Repurchase Intention	RI1 RI2 RI3 RI4 RI5	I plan to keep making purchases from the retailers that I frequently visit. If I were making a purchase, I may think about going to a physical store. I plan to prioritize purchasing at the stores I frequently visit for future purchases. Except for unforeseen circumstances, I plan to keep shopping at the stores I frequently visit. I want to share my story about the stores I frequently visit.	(C. Kim et al., 2012b)	0.907

Measurement Model

Five latent variables were calculated to evaluate the measurement model. Reflectiveindicators were used to demonstrate every concept. The Cronbach's alpha value and the Composite Reliability (CR) should be more than 0.7 to assess the convergent validity. Consequently, as advised by (Hair et al., 2013), the average variance extracted (AVE) should be more than 0.5. According to the study, the values for all Cronbach alphas range from 0.803 to 0.862 and for CR from 0.808 to 0.979. The extracted average variance

(AVE) value ranges from 0.560 to 0.869. Consequently, the test results from this study allow us to infer that all items have excellent dependability. The loadings matrix and the cross-loadings matrix have been examined. According to Table 3, each indicator has a more significant loading with its corresponding construct than any other construct. Thus, it was possible to conclude that this study's discriminant validity had been demonstrated.

The degree of uncorrelated and separate components is used to indicate discriminant validity.

(Hair et al., 2013). According to (Fornell and Larcker, 1981), measures of several constructs should not have a strong correlation. Given that each factor's square AVE is more significant than its correlations with the other components, Table 3 demonstrates high discriminant validity.

Table 3: Convergent Reliability and Validity

	AVE	CR	Cronbach Alpha	CS	HV	RC	RI	UV
CS	0.560	0.808	0.803	**0.748**				
HV	0.617	0.883	0.876	0.615	**0.785**			
RC	0.652	0.908	0.869	0.128	0.108	**0.807**		
RI	0.728	0.909	0.907	0.706	0.748	0.043	**0.853**	
UV	0.869	0.979	0.862	0.092	0.052	0.066	0.067	**0.932**

Structural Modelling Results

Structural equation modelling, or SEM, was employed to better comprehend the link between variables. Factor analysis and multiple regression variables are combined in SEM, a statistical method. It enables researchers to examine complex relationships betweenevident and hidden factors. This study employed structural equation modelling (SEM) to examine the effects of utilitarian, hedonistic, and responsible spending on consumer pleasure and intention to repurchase. An investigation of Generation Z's (GenZ) behavior using a cross-sectional approach. The customer satisfaction (CS) R-squared value, the dependent variable in this study, is 0.287, while the adjusted R-squared value is 0.283. This shows that the independent variables in the model account for 28.7% of the variation in customer satisfaction. Customer repurchase intention (RI) is the dependent variable in this model, and the adjusted R-squared value is 0.371, whereas the R-squared value is

0.372. This shows that the independent factors account for 37.2% of the differences in the consumer's chance to repurchase. These R-squared values are frequently on the low side, suggesting that there may be too much volatility in the dependent variables for the independent variables in the model to explain. The low R-squared values in this specific context are likely the cause, as the study examines the conduct of group Z, a relatively young and unexplored group.

Hypothesis Testing

The table-4 represents the results of the hypotheses. The results indicate if there is any effect of the independent variables (Hedonic value, Utilitarian value, and Responsible consumption) on the dependent variables (Consumer satisfaction and Consumer's Re-purchase intention).

Table 4: Results of the hypotheses

Hypothesis	Path	P-value	T- stats	Decision
H1	UV -> CS	0.037	2.024	Accepted
H2	HV -> CS	0.000	12.371	Accepted
H3	RC -> CS	0.268	1.109	Fail to accept
H4	CS -> RI	0.000	16.336	Accepted

H1: Utilitarian value has a significant impact on customer satisfaction.

The analysis revealed that utilitarian value has a T-value of 2.024 and p = 0.037 about customer satisfaction. The hypothesis is accepted since a p-value of less than 0.05 is considered significant, and a t-value of 2.024 is more than 1.96. It is significant to note that Gen Z satisfaction rises with a more utilitarian value. The study's findings demonstrate that utilitarian value significantly and positively affects Gen Z's satisfaction.

H2: Hedonic value has a significant impact on customer satisfaction.

The investigation results indicate that hedonic value significantly and statistically affects customer satisfaction. The high t-value of 12.371, which indicates a significant difference between the groups under comparison, suggests a robust link between Hedonic Value and Customer Satisfaction. Furthermore, the incredibly low p-value (p < 0.000) lends credence to the idea that the observed link is most likely the product of chance. The study's findings demonstrate that hedonic value significantly and favourably affects consumer satisfaction.

H3: Responsible consumption has a significant impact on customer satisfaction.

The research yielded a T-value of 1.109 and a p-value of 0.268 when the impact of Responsible Consumption on Customer Satisfaction was analyzed. The p-value of 1.109, more than the significant threshold value of 0.005, suggests an insignificant relationship between Responsible consumption and Consumer satisfaction. According to these findings, there may be a slight correlation between customer satisfaction and Responsible Consumption. Since the study was conducted in the Indian Delhi NCR region, cultural or regional quirks might be a reasonable explanation. It is plausible that in this specific environment, Gen Z may not place as much emphasis on Responsible Consumption as other research from different countries has. The disparity may be due to cultural differences in attitudes and practices around ethical consumption. The study's conclusions show that responsible consumption has an insignificant impact on customer satisfaction.

H4: Customer satisfaction significantly impacts the customer's intention to repurchase.

With an extremely low p-value (p < 0.000) and an exceptionally high t-value of 16.336, the study of the impact of customer satisfaction on consumers' intention to repurchase produced convincing results. These results indicate that customer satisfaction and consumers' intention to repurchase are significantly and statistically related. The higher t-value highlights the importance of customer satisfaction in influencing consumer behavior by indicating a clear difference between the groups. This suggests that encouraging customer loyalty and repeat business is strongly linked to prioritizing and improving client satisfaction, which is both relevant and essential. The study's conclusions show that consumer satisfaction significantly and positively impacts consumer's re-purchase intention.

Conclusion, Limitations and Implications

This study aims to explore the complexities of Generation Z's offline buying habits by analyzing the complex interactions between Hedonic, Utilitarian, and Responsible

Consumption as independent variables. Simultaneously, the research aims to clarify the influence of these values on Repurchase Intention and Consumer Satisfaction, which are crucial dependent variables within the framework of conventional brick-and-mortar retail settings.

This cross-sectional study adds hidden insights into Generation Z's offline buying preferences, and it is based on well-established theoretical frameworks that deepen current discussions on consumer behavior. Although Generation Z members are digital natives and are frequently observed online, their interactions in physical retail settings remain an essential aspect that warrants more investigation.

The study's conclusions highlight a favorable and robust correlation between consumer satisfaction and repurchase intention, supporting previous research that shows satisfaction to be a significant factor in repeat business (Gan & Wang, 2017c; Zhang et al., 2022). In offline buying, where consumers prioritize rapid satisfaction and concrete experiences, the emotional and cognitive parts of their decision-making are more prominent.

The findings indicate that Hedonic and Utilitarian values have a significant role in predicting Consumer happiness. This finding is consistent with traditional theories of consumer behavior and highlights the role that experience and practical factors have in determining Gen Z's satisfaction levels.

On the other hand, a different point of view is provided by the finding that the influence of responsible consumption on consumer satisfaction is insignificant. It implies that an emphasis on ethical and responsible spending might not be the main factor influencing overall satisfaction in the Gen Z population under study.

This study deepens our understanding of Generation Z's offline purchasing behaviors by analyzing the effects of utilitarian, hedonistic, and responsible consumption on consumer satisfaction and repurchase intention. The results add to the body of knowledge in research and provide retailers with helpful information on attracting and keeping Generation Z customers in the ever-changing world of conventional brick-and-mortar retail.

Although this study has shed light on Generation Z's offline shopping habits and the impact of hedonistic, utilitarian, and responsible consumption values, it has some limitations that could limit the applicability of the research. First, the sample population's distinctive characteristics influence how generalizable the study is. The sample used in this study might not accurately reflect the wide range of demographics that make up Generation Z, including differences in financial level, cultural background, and geographic location. Second, the cross-sectional design offers a glimpse into the offline purchasing habits of Generation Z at a particular moment. It does not, however, adequately convey the dynamic character of long-term consumer trends and preferences. Third, the study mostly ignores possible impacts from outside sources in favour of concentrating on the independent variables (Hedonic value, Utilitarian value, and Responsible consumption) and dependent variables (Consumer satisfaction and Consumer re-purchase intention) that have been established. Unknown factors like changes in the economy, industry-specific patterns, or technology breakthroughs can help us gain a more profound knowledge of how Generation Z shops offline.

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