



## Utilitarian and Hedonic Shopping Motives and Attitude towards Online Shopping of Generation Z in Indonesia

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**ABSTRACT:** The purpose of this study was to analyze the effect of hedonic and utilitarian shopping motives on generation Z's online repurchase intention. The study also aims at examining the interaction between consumers' internal factor (that is, shopping motives) and external stimuli (i.e, product type) on online repurchase intention. This research uses a quantitative approach, namely explanatory research. The research was conducted on 143 respondents of generation Z in Indonesia. The data analysis technique used in this study is multiple regression with mediating variables and independent sample t-test. The results showed that: 1) Hedonic and utilitarian shopping motives positively affect online repurchase intention of generation Z, 2) Attitudes towards online shopping partially mediated the influence of utilitarian and hedonic shopping motives on online repurchase intention of generation Z, 3) Hedonic shopping motives' influence on online repurchase intention of generation Z is higher than that of utilitarian motives if the product category is a hedonic product, and 4) Utilitarian shopping motives' influence on online repurchase intention of generation Z is higher than that of hedonic motives if the product category is a utilitarian. The research provides important implications that consumers (especially Generation Z) have hedonic and utilitarian online shopping motives. Therefore, managers need to provide online shopping experience which can evoke both both hedonic and utilitarian shopping motives.

**Keywords:** Hedonic Motive, Utilitarian Motive, Attitude Towards Online Shopping, Online Repurchase Interest



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## INTRODUCTION

Currently, the internet has become a necessity for people throughout the world in various circles, including children, teenagers and adults, to support their daily activities. In Indonesia itself, the internet is experiencing rapid development. The 2024's statistical data shows that internet users in Indonesia were 221.56 million, from the total population of 278.698 million. The data show that internet penetration in Indonesia has reached 79.5%.

The very rapid growth of the internet means that everything can be accessed easily and the internet can connect individuals, organizations, companies and others so that one of them makes it easy to reach the world of commerce via the internet. ([Išoraitė & Miniotienė, 2018](#)) state that electronic commerce, also called e-commerce, is the use of communication networks and computers to carry out business processes. The popular view of e-commerce is the use of the internet and computers with web browsers to buy and sell products.

E-commerce which continues to develop has made it easier for consumers to obtain products/services (such as hotel reservations, plane tickets, food, clothing and various other products/services) that suit consumer needs and desires. Indonesia itself is the 10th largest country for e-commerce growth with 78 percent growth and was ranked 1st last year ([kominfo.go.id](#)). This shows that the e-commerce business in Indonesia has a high level of competition. Therefore, e-commerce players must be able to understand and fulfill consumers' needs and desires in order to survive in the market, especially generation Z consumers.

Generation Z was born in 1995 or later in the digital era, generation Z consumers are consumers who are highly educated, innovative and technologically literate ([Fromm & Read, 2018; Priporas et al., 2017](#)). ([Maduku & Thusi, 2022; Thunsakul, 2020](#)) in their research stated that generation Z (Gen Z) consumers have become potential prospects attractive to retailers worldwide as their numbers continue to grow and dominate the global market. Studies reveal that technology is becoming an important part of their lives, for example most of their purchases are made with smartphones and their digital lifestyle can change their expectations and priorities regarding shopping ([Goncalves et al., 2019; Özkan, 2017](#)).

([Guha et al., 2018; Iqbal & Halim, 2019; Maduku & Thusi, 2022](#)) highlight the importance of gaining a deeper understanding behind consumers' motivations for purchasing products and to find out what characterizes this generation. If more information would be added to change companies' approach towards Gen Z and target them before they create strong shopping habits, businesses could increase their customer reach and gain a competitive advantage.

([Maduku & Thusi, 2022; Priporas et al., 2017](#)) argue that businesses need to understand the importance of targeting Gen Z because this generation is the consumer of the future. Generation Z has characteristics including an interest in technology, a desire for simplicity, a desire to be safe, a desire to escape from reality, having high expectations and being more concerned with experience. This is because Gen Z is different from other generations and has complex preferences, so it is necessary to search for consumers' online purchasing motives so that this will influence consumers' online shopping attitudes.

According to ([Ajzen, 2020](#)), attitude refers to an internal or latent disposition to respond favorably or not to a psychological object. The results of research by ([Xu et al., 2019, 2020](#)) show that attitudes towards online shopping are positively and significantly influenced by Hedonic shopping motives and utilitarian shopping motives. Attitudes towards online shopping which refers to consumer evaluations regarding feelings of liking or disliking based on several characteristics of generation Z consumers, including hedonic and utilitarian shopping motives, will influence their

online shopping interest. This is in accordance with ([Doan, 2020](#)) research that consumer attitudes towards online shopping are known as the main factor influencing the potential of e-shopping. Apart from that, the results of research conducted by ([Xu et al., 2019](#)) shows that attitudes towards online shopping has a significant effect on online shopping interest.

Hedonic and utilitarian shopping motives are also influenced by product types ([Dewi & Ang, 2015, 2020](#)). There are several product categories that can have more hedonic properties than utilitarian ones. ([Dewi & Ang, 2020](#)) state that wine and fashion products tend to be more hedonic. On the other hand, other products may have utilitarian properties. Products such as ballpoint pen or drinking water are considered utilitarian. Such hedonic or utilitarian characteristics can evoke hedonic or utilitarian shopping motives ([Dewi & Ang, 2015](#)). This research integrates two perspectives, namely consumers' motives and product categories. This research aims to examine the interaction between hedonic and utilitarian shopping motives with hedonic and utilitarian products. Further, the influence of hedonic and utilitarian shopping motives (in the context of hedonic and utilitarian products) on repurchase intention is examined. This research would also provide additional evidence that attitude towards online shopping is an important predictor of repurchase intention. Therefore, this research would test the mediating role of attitude towards online shopping in the influence of hedonic and utilitarian shopping motives on repurchase intention.

## Hedonic Shopping Motives

([Arul Rajan, 2020; Ribeiro Coimbra et al., 2023](#)) argue that hedonic shopping motivation is consumers' motivation to shop because shopping is a pleasure in itself so they do not pay attention to the benefits of the products purchased. Hedonic purchasing motives relate to individuals' emotional needs for enjoyable and interesting shopping experiences ([Arul Rajan, 2020; Dewi & Ang, 2015; Kaczmarek, 2017](#)).

According to ([Mothersbaugh et al., 2020](#)), there are six hedonic shopping motives, that is, 1) Adventure Shopping, which refers to shopping for fun and adventurous and related to the need for stimulation (e.g., going shopping just for fun), 2) Social Shopping, which involve people who shop just to hang out with friends, 3) Gratification Shopping which is related to shopping to reduce stress or as a self-reward and related to the need to reduce tension, 4) Idea Shopping which involves shopping to follow trends and fashion and is related to the need for categorization and objectification (e.g., shopping just to look modern, and also to tell friends), 5) Role Shopping which refers to shopping only to give to other people, such as buying gifts, and 6) Value Shopping which refers to shopping only to look for discounts where the goods are not necessarily needed (e.g., looking for big price promotions).

## Utilitarian Shopping Motives

([Dewi & Ang, 2015](#)) argue that utilitarian purchasing motives are task-oriented, efficient, rational, and intentional rather than an entertaining experience. In other words, utilitarian shopping motivation involves the traditional information processing purchasing model the buyer is a rational

decision maker who wants to maximize utility by focusing on the tangible benefits of the product ([Arul Rajan, 2020; Ribeiro Coimbra et al., 2023](#)).

([Dewi & Ang, 2015; Mothersbaugh et al., 2020; Ribeiro Coimbra et al., 2023](#)) state that utilitarian shopping motives have the following categories: 1) Achievement shopping which relates to the behavior of visiting an online store where the most important thing is to get the planned item, 2) Anticipated utility which refers to the behavior of visiting online stores to get new brands, replace old brands, to get a new image for themselves or their home, or to make one as the first person to have the latest products and fashion, 3) Role enactment which refers to the behavior of visiting online stores and shopping very carefully as a responsibility to her role as a housewife, hunting for goods to find cheaper products, and comparing prices to find the best product according to her financial condition, and 4) Efficient shopping which refers to the behavior of visiting an online shop to easily find the right goods that suit your wishes in a short/quick time. In the creative economy era, new ideas are the source of success.

### Attitudes and Consumers' Repurchase Intention

([Charton-Vachet et al., 2020; Mothersbaugh et al., 2020](#)) state that attitudes are an enduring organization of motivational, emotional, perceptual and cognitive processes in relation to some aspect of our environment. In addition, attitude is the way a person thinks, feels, and acts toward some aspect of their environment, such as a retail store, television program, or product. Attitude refers to an internal or latent disposition to respond favorably or unfavorably to a psychological object. Attitude consists of: 1) cognitive component (the consumer beliefs about an object), 2) affective component (feelings or emotional reactions to an attitude object), and 3) behavioral component (a person's tendency to respond in a certain way to an object or activity).

Consumer purchase intention can be interpreted as the consumer's desire to buy a product or service ([Kotler & Keller, 2016; Mehrab & Jian, 2022](#)). ([Mehrab & Jian, 2022](#)) argue that purchase intention is determined by perceived value based on an overall assessment of the costs and benefits of a particular market offering. In addition, purchase intentions can be at the pre-purchase and post-purchase decision stages. In relation to purchasing behavior, purchasing intention can also be defined as a person's willingness to buy an item ([Doan, 2020](#)).

Online shopping interest is an important predictor of actual purchasing behavior, and refers to the results of consumers' assessment of criteria regarding website quality, information search, and product evaluation ([Gan & Li, 2018; Guha et al., 2018](#)). Purchase interest is related to the possibility of purchasing products online. Purchase intention is the possibility of making a purchase online. Purchase interest is the final consequence of a number of cues for e-commerce customers ([Doan, 2020; Franque et al., 2021](#)).

Attitude and repurchase intention are conceptually related ([Mothersbaugh et al., 2020](#)). Studies on consumer behavior have to observe consumers' attitudes because attitudes consistently serve as a predictor of behavior ([Ajzen, 2020; Kotler & Keller, 2016; Mothersbaugh et al., 2020](#)).

## **Hypotheses Formulation**

([Arul Rajan, 2020](#); [Ribeiro Coimbra et al., 2023](#)) argue that hedonic shopping motivation is consumer motivation to shop because shopping is a pleasure in itself. Hedonic shopping motives refer to experience-based pleasure obtained from the entire consumer purchasing process, including consumption of products or services. Hedonic purchasing motives relate to an individual's emotional need for a pleasant and interesting shopping experience ([Arul Rajan, 2020](#)). ([Arul Rajan, 2020](#); [Dewi & Ang, 2020](#); [Ribeiro Coimbra et al., 2023](#)) stated that Hedonic shopping motives refer to experience-based pleasure obtained from the entire consumer purchasing process, including consumption of products or services.

Therefore, consumers do not pay attention to the benefits of the products purchased. Further, hedonic purchasing motives relate to individuals' emotional needs for enjoyable and interesting shopping experiences ([Dewi & Ang, 2020](#)). Based on these lines of reasoning, H1 is proposed as follows.

H1: Hedonic shopping motives have a positive effect on generation Z's repurchase intention.

According to ([Arul Rajan, 2020](#)), the utilitarian shopping motivation in the traditional information processing purchasing model is that buyers are rational decision makers who want to maximize utility by focusing on the product's tangible benefits. Utilitarian consumers have goal-oriented shopping behavior. Utilitarian buyers make online purchases based on rational needs related to certain goals ([Dewi & Ang, 2020](#)).

Online shopping interest is an important predictor of actual purchasing behavior, and refers to the results of consumers' assessment of criteria regarding website quality, information search, and product evaluation. Online shopping interest is a customer's tendency to engage in online shopping or willingness to engage in purchasing activities.

Based on these lines of reasoning, this research proposes H2 as follows.

H2: Utilitarian shopping motives have a positive effect on generation Z's repurchase intention.

This research takes the role of attitudes as a predictor to repurchase intention. [Ajzen \(2020\)](#) states that attitude refers to an internal or latent disposition to respond favorably or not to a psychological object. Attitude is also an enduring organization of motivational, emotional, perceptual and cognitive processes in relation to some aspect of our environment. [Kotler & Keller \(2016\)](#) state that attitude towards a behavior refers to "the extent to which a person has a favorable or unfavorable evaluation of the behavior in question". Attitude in turn is a predictor of one's behavior ([Ajzen, 2020](#); [Charton-Vachet et al., 2020](#); [Mothersbaugh et al., 2020](#)).

The results of research by [Tunsakul \(2020\)](#) show that attitudes towards online shopping are positively and significantly influenced by hedonic shopping motives and utilitarian shopping motives. [Priporas et al. \(2017\)](#) in their research said that in online shopping, the utilitarian aspect is related to display quality, availability of information, ease of use and convenience of transactions.

In addition, research conducted by [Tunsakul \(2020\)](#) shows that attitudes towards online shopping have a significant effect on online shopping interest. Research conducted by [\(Trivedi & Yadav, 2020\)](#) shows that cognitive trust mediates the influence of utilitarian motivation on online purchase intentions.

This theory is relevant in the context of online shopping behavior by generation Z. The results of research by [Thunsakul \(2020\)](#) show that attitudes towards online shopping are positively and significantly influenced by hedonic shopping motives and utilitarian shopping motives. [Further, Trivedi & Yadav \(2020\)](#) state that consumer attitudes towards online shopping are known as the main factor influencing the potential of e-shopping. Research conducted by [Xu et al \(2020\)](#) show that hedonic and utilitarian motivations significantly affect online information search and shopping intentions. In addition, research conducted by [Trivedi & Yadav \(2020\)](#) depict that generation Z' consumer purchase intention is influenced by perceived value based on an overall assessment of the hedonic and utilitarian benefits of a particular market offering.

Therefore, based on these literature, the research proposes H3 and H4 as follows.

H3: Attitudes towards online purchase mediates the influence of hedonic shopping motives on generation Z's repurchase intention.

H4: Attitudes towards online purchase mediates the influence of utilitarian shopping motives on generation Z's repurchase intention.

According to [Dewi & Ang \(2020\)](#), consumers who perceive utilitarian value from their shopping experience are more likely to have completed a shopping "task" to process the utilitarian stimulus. In term of product category, there are several product categories that emphasize one of the motives for online shopping carried out by generation Z consumers. For hedonic products, such as fashion or wine, consumer shopping behavior is more likely to be influenced by hedonic shopping motives ([Dewi & Ang, 2020; Iqbal & Halim, 2019](#)). Hedonic shopping motives deal with a person's purchases or shopping based on emotional needs, especially for pleasure and comfort ([Gan & Li, 2018](#)). Meanwhile, for utilitarian product (such as ballpoint pen or instant coffee), consumer shopping behavior is more influenced by utilitarian/utilitarian shopping motives. Utilitarian products are more likely to be purchased by consumers based on the benefits that will be obtained from the products.

The results of research conducted by [Guha et al. \(2018\)](#) and [Iqbal & Halim \(2019\)](#) show that the value of utilitarian shopping has a positive and significant effect and is higher than the value of hedonic shopping on repatronage intention or intention to repurchase. Therefore, H5a and H5b are formulated as follows:

H5a. The influence of hedonic shopping motives is higher than utilitarian shopping motives on generation Z's online repurchase intention if the product category is hedonic.

H5b. The influence of utilitarian shopping motives is higher than Hedonic shopping motives on generation Z's online repurchase intention if the product category is utilitarian.

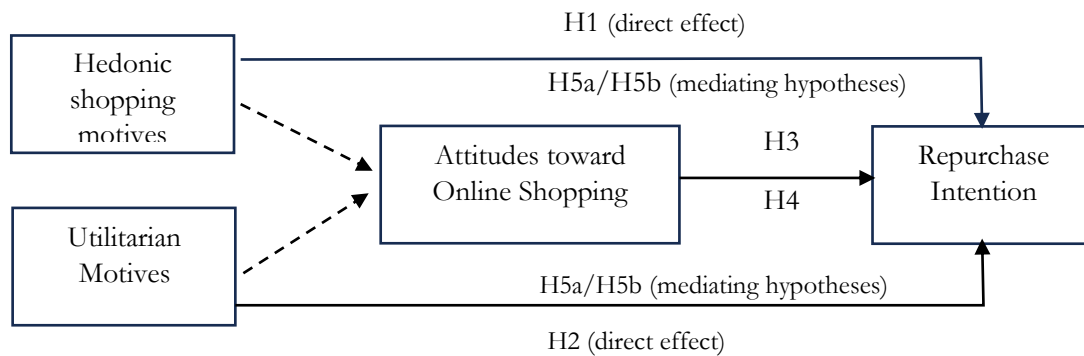


Figure 1. Conceptual Model.

## METHOD

This research is quantitative research to test causal hypotheses. Population of the research was Indonesian generation Z. Generation Z was defined as those who were born in 1995 or later. Sample was taken using non-probability purposive sampling. The criteria for the sample was those have had purchase online at least three times in the past 6 months. The total sample members were 143 respondents. Each of the respondent filled out two sets of questionnaires, that is, one set for the utilitarian product and another one for the hedonic product. The research was carried out in October 2023. E-questionnaires were distributed online via Whatsapp group.

As mentioned previously, the research model was tested on two types of products, namely utilitarian and hedonic products. Therefore, before carrying out the main research, a pre-test was carried out to determine the types of products that were perceived as utilitarian and hedonic products. The pre-test was carried out involving 30 respondents. Several types of products tested include the categories of fashion products, gadgets, health, sports equipment, electronics and skin care products. By using the criteria for utilitarian products as functional products and hedonic products that fulfill fantasy and pleasure (Arul Rajan, 2020; Riberio Coimbra et al., 2023), products are determined to represent utilitarian and hedonic products. Fashion products represent the hedonic product category and health care products represent utilitarian products. A post-test was also carried out to find out whether the product was actually perceived that way by respondents. The post-test results show that fashion is indeed perceived as a hedonic product and health care products as utilitarian products.

Measurements for the variables were taken from previous empirical studies. Measures for Hedonic shopping motives (6 items) and utilitarian (4 items) were adapted from (Dewi & Ang, 2015, 2020). Attitudes towards online shopping was measured using 5 items. Measurement for repurchase intention consists of 4 items. Measurement for attitudes and repurchase intention were adapted from (Charton-Vachet et al., 2020; Mehrab & Jian, 2022).

The validity and reliability of the instrument were tested using factor analysis and the Cronbach alpha value of each variable. The factor analysis results show that each item has a factor loading of more than 0.7 and is loaded on the factors accordingly. Cronbach alpha scores for each variable also meet the requirements because all of them have a score of more than 0.65. Based on these results, the validity and reliability criteria were all met.

Data were analyzed using multiple linear regression analysis. The mediating effect in the analysis was conducted using rules of (Rijnhart et al., 2021). To fulfill the classical assumption checks, we employed the normality, collinearity, and heterodasticity tests. All requirements were met. Therefore, we can proceed to the data analysis.

## RESULT AND DISCUSSION

The 143 respondents had a profile as depicted in Table 1. In terms of age, the respondents were included in the Generation Z category. Respondents also fulfilled the respondent criteria that they have had shopped online for at least three times. The majority of respondents stated that the most widely used e-commerce platforms were Shopee (69.4%) and Lazada (22.4%).

Table 1. Respondents' Profile

Descriptor	Number of Respondents	%
Gender		
Male	39	27.3
Female	104	72.7
Age		
15-17	5	3.5
18-20	21	14.7
21-22	32	22.4
23-25	85	59.4
Frequency of Online Purchase in the last 6 months		
Three times	37	26%
More than three times	106	74%
Online/ E-commerce Most Frequently Used		
Shopee	99	69.4%
Lazada	32	22.4%
Tokopedia	3	2.1%
Bukalapak	1	0.7%
Zalora	3	2.1%
Others	5	3.5%



Table 2 presents the descriptive statistics. Descriptive data is divided into 3 (three) groups, namely: 1) combined data (which includes responses to both hedonic products and utilitarian products), 2) responses (only) for hedonic products, and 3) responses (only) for utilitarian products. The descriptive data shows differences in mean scores for hedonic shopping motives, utilitarian shopping motives, attitude towards online shopping, and repurchase intention when the products purchased are utilitarian and hedonic products.

For the hedonic shopping motives, the mean values in the context of combined data, hedonic product, and utilitarian product were 3.17, 3.18, and 3.15 respectively. Meanwhile, for utilitarian shopping motives, the mean values in the context of combined data, hedonic product, and utilitarian product were 3.74, 3.73, and 3.75 respectively. This data shows that when the product purchased was classified as a hedonic product, the mean value for hedonic was higher than utilitarian value. Conversely, when the product purchased is a utilitarian product, utilitarian shopping motives were higher than hedonic shopping motives.

Table 2. Descriptive Statistics

Variable/ Measurement Items	Combined Data		Hedonic Product		Utilitarian Product	
	Mean Scores	Standard Deviation	Mean Scores	SD	Mean Scores	SD
<b>Hedonic shopping motives</b>	3.17		3.18		3.15	
Shopping online is to follow the new trend	3.07	1.22	3.11	1.24	3.03	1.90
Shopping online is fulfilling my imagination	3.15	1.24	3.17	1.23	3.13	1.25
Shopping online is enjoyable	3.14	1.18	3.13	1.20	3.15	1.18
Shopping online is exciting	3.16	1.20	3.2	1.26	3.11	1.15
Shopping online means happiness	3.44	1.23	3.4	1.27	3.48	1.2
Shopping online is fulfillment of my fantasy	3.03	1.23	3.06	1.21	3.01	1.26
<b>Utilitarian shopping motives</b>	3.74		3.73		3.75	
Shopping online means finding products I need	3.91	1.28	3.89	1.28	3.93	1.29
Shopping online saves time	3.58	1.25	3.54	1.21	3.62	1.28
Shopping online makes purchase easier	3.99	1.17	4	1.13	3.98	1.23
Shopping online is efficient	3.47	1.23	3.48	1.19	3.45	1.28
<b>Attitude towards online shopping</b>	3.61		3.68		3.54	
Enthusiastic about online shopping	3.45	1.068	3.47	1.03	3.43	1.11
Supportive towards online shopping development	3.91	1.173	3.96	1.18	3.85	1.17
Always interested in online shopping	3.72	1.143	3.8	1.11	3.63	1.17
Online shopping is beneficial for consumers	3.51	1.20	3.6	1.2	3.42	1.2
Online shopping is credible	3.45	1.12	3.55	1.11	3.36	1.12
<b>Repurchase intention</b>	3.41		3.44		3.38	
Will continue purchasing online	3.63	1.091	3.64	1.08	3.02	1.11
Will purchase online more frequently	3.38	1.13	3.45	1.12	3.31	1.13
Will recommend online shopping to	3.45	1.09	3.45	1.05	3.44	1.13

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friends and relatives							
Will prefer shop online than other options	3.19	1.231	3.23	1.27	3.15	1.2	

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Tables 3-5 present the results of the regression analysis for the influence of hedonic and utilitarian shopping motives on repurchase intention. Each table presents two regression results. The first is regression analysis result before including the mediating variable (i.e., attitude towards online shopping). The second is the regression analysis result after the inclusion of the mediating variable.

Table 3 is the results of regression carried out on combined data. Meanwhile, Table 4 is the results of regression carried out on hedonic product data. Table 5 is the results of regression carried out on utilitarian product data. Table 3 shows that the influence of hedonic shopping motives on repurchase intention was positive and significant (B=0.199, p=0.000). The influence of utilitarian shopping motives on repurchase intention was also positive and significant (B=0.402, p=0.000). Therefore, hypotheses 1 and 2 are supported.

After the variable attitude towards online shopping was entered into the regression equation, the B coefficient for the influence of Hedonic shopping motives and utilitarian shopping motives on repurchase intention remained significant. However, the magnitude of the coefficient has decreased. These results indicate that attitudes towards online shopping partially mediated the influence of hedonic shopping motives and utilitarian shopping motives on repurchase intention (Rijnhart et al., 2021). Therefore, Hypothesis 3 and 4, which state that hedonic/ utilitarian motives have a positive effect on generation Z's repurchase intention, mediated by attitudes towards online purchase, are partially supported.

Table 3. Regression Results on the Influence of Hedonic shopping motives and Utilitarian shopping motives on Repurchase Intention with Attitude Towards Online Shopping as a Mediating Variable (for combined data)

Variable	Regression results before including the mediating variable			Regression results after including the mediating variable		
	B	T	P-value	B	t	P-value
Hedonic shopping motives	0.199	5.409	0.000	0.152	4.354	0.000
Utilitarian shopping motives	0.402	8.131	0.000	0.214	3.994	0.000
Attitude towards online shopping	N.A.	N.A.	N.A.	0.325	6.773	0.000

Further, Table 4 presents the regression results for hedonic product data. The influence of hedonic shopping motives ( $B=0.357$ ,  $p=0.000$ ) and utilitarian shopping motives ( $B=0.219$ ,  $p=0.000$ ) on repurchase intention were also positive and significant. What is interesting is that the influence of Hedonic shopping motives was greater than the influence of utilitarian shopping motives ( $B = 0.357$  vs  $B = 0.219$ ) when the object studied was a hedonic product. The attitude towards online shopping also serves as a partial mediator.

Table 4. Regression Results on the Influence of Hedonic shopping motives and Utilitarian shopping motives on Repurchase Intention with Attitude Towards Online Shopping as a Mediating Variable (for Hedonic Product)

Variable	Regression results before including the mediating variable			Regression results after including the mediating variable		
	B	T	P-value	B	T	p-value
Hedonic shopping motives	0.357	4,753	0.000	0.132	4.078	0.000
Utilitarian shopping motives	0.219	4,125	0.000	0.172	5.124	0.024
Attitude towards online shopping	N.A.	N.A.	N.A.	0.069	3.884	0.000

If the product that is the object of research is a utilitarian product, the influence of hedonic shopping motives and utilitarian shopping motives on repurchase intention is also positive and significant. What is interesting, when the product studied is a utilitarian product, the influence of utilitarian shopping motives is greater than utilitarian shopping motives ( $B=0.441$  vs  $B=0.178$ ). Based on these results, Hypothesis 5a and 5b are supported. Attitude towards online shopping also acts as a partial mediator in the influence of hedonic shopping motives and utilitarian shopping motives on repurchase intention.

Table 5. Regression Results on the Influence of Hedonic shopping motives and Utilitarian shopping motives on Repurchase Intention with Attitude Towards Online Shopping as a Mediating Variable (for Utilitarian Product)

Variable	Regression results before including the mediating variable			Regression results after including the mediating variable		
	B	T	P-value	B	T	p-value
Hedonic shopping motives	0.178	34.52	0.001	0.123	4.078	0.000
Utilitarian shopping	0.441	6.716	0.000	0.311	5.124	0.000

motives						
Attitude	N.A.	N.A.	N.A.	0.276	3.884	0.000
towards online shopping						

If the magnitude of the mean scores for Hedonic shopping motives compared to utilitarian shopping motives was further examined, then Table 6 shows the results of the difference test between the two mean scores. Based on Table 6, the mean differences of hedonic/utilitarian shopping motives between hedonic product and utilitarian product are significant. These results provide empirical support for Hypothesis 5b.

Table 6. Mean Differences of Hedonic/ Utilitarian shopping motives between Hedonic and Utilitarian Products

Motive	N	Hedonic Product's Mean Scores	Utilitarian Product's Mean Scores	Mean Difference	P-value
Hedonic shopping motives	143	3.3512	3.1524	0.1988	0.000
Utilitarian shopping motives	143	3.2131	3.7657	-0.5526	0.005

The results of the research show that hedonic and utilitarian shopping motives have a positive influence on generation Z's online repurchase intentions, which are mediated by attitudes towards online purchasing. The role of attitudes towards online purchases as mediation in this research is partial mediation. This means that attitudes towards online purchases are not the only important factor in determining the influence of hedonic shopping motives on making online purchases again. Even though the mediation is only partial, this finding supports the established theory that attitude is a predictor to repurchase intention (Mothersbough et al., 2020).

These results support (Xu et al., 2019, 2020) that generation Z consumers consider online shopping to be their shopping place when they want to follow the latest product trends, follow their imagination. Generation Z also enjoys the shopping process, have a pleasant shopping experience, to get enjoyment for themselves, and to fulfill their fantasies (Gan & Li, 2018; Hair & Babin, 2019). These motives shape their attitudes towards online purchase (Doan, 2020).

The research results show that the influence of utilitarian shopping motives is higher than hedonic shopping motives on generation Z's online repurchase intention if the product category is utilitarian. Such results provide empirical evidence for Dewi & Ang's (2020) contention that product types (hedonic vs utilitarian) will stimulate hedonic or utilitarian shopping motives. Furthermore, this research provides important insight that utilitarian or hedonic shopping motives will be strengthened by the type of product purchased. The utilitarian shopping motive will be more stimulated if the product purchased is a utilitarian product. On the other hand, hedonic

shopping motive will be more evoked if the product purchased is a hedonic product.

The magnitude of the influence of utilitarian shopping motives on repurchase intention was also found to be greater when the product purchased was utilitarian. Likewise, the same case also occurs for hedonic shopping motives. These findings provide additional insight that individual internal factors (shopping motives) and external stimuli (product type) will produce interaction effects in consumers' information processing.

The results of this research provide important implications for marketing decision making. When shopping online, consumers (especially Generation Z) have various motives. Within the same consumer, online purchasing motives can consist of hedonic and utilitarian shopping motives. Therefore, managers need to design the user experience and user interface in such a way that consumers can get a shopping experience that is both hedonic and utilitarian. The utilitarian motif is supported by features that provide complete information but also make it easier to find items. At the same time, the online shopping experience should also be fun and enjoyable. Managers need to design online shopping experiences that meet Gen Z's need for such stimulation. Games or various other stimuli need to be designed to respond to Gen Z's Hedonic shopping motives for shopping online.

Managers also need to understand that product categories will influence consumers' motives for shopping online. Pleasurable products (i.e., hedonic products) will involve stronger Hedonic shopping motives than functional products (i.e., utilitarian products). Moreover, managers need to be aware that product categories that are perceived as utilitarian or hedonic to formulate more targeted strategies.

Online shopping entrepreneurs need to form and strengthen consumers' positive attitudes towards online shopping. This positive attitude is formed because the hedonic and utilitarian shopping motives of online shoppers are fulfilled. Implied in the finding is that attitudes towards online shopping are also formed because of the quality of the online shopping experience ([Saleem et al., 2017](#); [Wang & Herrando, 2019](#)). Forming a positive attitude towards online shopping is very important because it will influence Gen Z's intention to shop online again.

This research provides additional insight that Gen Z does have various motives in shopping online. The interaction between shopping motives and product categories also finds empirical support. Shopping motives are factors that originate from the individual shopper. Meanwhile, product category is an external factor, namely the nature of the product itself. However, these two factors still interact because product characteristics, to be hedonic or utilitarian, are also determined based on consumer perceptions.

The diversity of motives in online shopping, especially hedonic shopping motives, can also enrich theoretical modeling that accommodates factors in online shopping. Hedonic shopping motives, which include fun, feeling, and fantasy, have traditionally been researched for offline shopping contexts ([Arul Rajan, 2020](#)). Shopping directly at shopping malls or retail outlets can provide a

multi-sensory experience that can satisfy hedonic shopping motives. However, online shopping, which is mediated by computer screens or other gadgets, can also satisfy consumers' hedonic shopping motives (Franque et al., 2021). Recognition of hedonic shopping motives in online shopping will provide an understanding of the full array of consumers' shopping motives. In addition, as modeled in The Extending Unified Theory of Acceptance and Use of Technology (UTAUT2) (Droogenbroeck & Hove, 2021), hedonic shopping motives also influence the adoption of technological innovation. In online shopping or live streaming, the excitement and fantasy of shopping online are important factors to research (Xu et al., 2019, 2020).

The importance of hedonic shopping motives in Generation Z raises the need for further research on hedonic shopping motives in Generation X or other generations. Fun, pleasure and feeling are definitely not unique properties of Gen Z. Future research needs to compare the strength of the influence of hedonic and utilitarian motives on attitudes towards online shopping for Generation Z and previous generations. This research also provides additional empirical evidence on the partial mediating role played by attitude towards online shopping. Furthermore, attitude towards online shopping is a predictor of repurchase intention.

## CONCLUSION

This research provides empirical evidence that consumers (especially Generation Z) have utilitarian and Hedonic shopping motives in shopping online. More specifically, Hedonic shopping motives and utilitarian shopping motives have a positive influence on attitude toward online shopping. In turn, attitude toward online shopping has a positive effect on the intention to shop online again. The research results show that compared to Hedonic shopping motives, utilitarian shopping motives play a bigger role in forming attitudes towards online shopping.

Furthermore, this research shows that product categories will interact with utilitarian shopping motives and Hedonic shopping motives. Products that are more hedonic by nature will strengthen the role of Hedonic shopping motives in forming attitudes. On the other hand, products that are more utilitarian in nature will strengthen the role of utilitarian shopping motives in forming attitudes towards online shopping. This research also provides additional empirical evidence that attitudes towards online shopping are a predictor of repurchase intention. Apart from that, attitudes towards online shopping also act as partial mediators in the influence of hedonic and utilitarian shopping motives on repurchase intention.

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