

# HEDONIC MOTIVATION AND ONLINE PURCHASE INTENTION: THE MODERATING ROLE OF GENDER

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**Abstract.** This research aims to determine the differences between men and women through the overall moderating role of gender between perceived usefulness, perceived ease of use, and hedonic motivation on online purchase intentions on five e-commerce sites in Indonesia. Primary data was obtained through the distribution of questionnaires via social media sites such as WhatsApp, Instagram, and X (formerly Twitter). Then the data obtained, namely 330 respondents, was processed using SMARTPLS 3.9 software. This research found that perceived usefulness and perceived ease of use did not significantly influence online purchase intention but did influence hedonic motivation. Furthermore, this study also found that hedonic motivation has an effect on online purchase intention. Perceived usefulness has a significant effect on online purchase intention through hedonic motivation, and perceived ease of use has a significant effect on online purchase intention through hedonic motivation. Gender moderates the effects of perceived ease of use and hedonic motivation but does not moderate perceived usefulness. A model that links the four variables with gender as a moderate in five e-commerce in Indonesia which generates interesting implications for academics and practitioners and can be further developed by further researchers.

**Keywords:** perceived usefulness, perceived ease of use, hedonic motivation, online purchase intention, gender.

**JEL Classification:** M31, D12, O33, J16.

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## 1. Introduction

Technology has developed rapidly throughout the world and will reach up to 5 billion users by 2023 (Yonatan, 2023). Data from goodstats displays the seven countries with the largest internet users in the world, namely China, India, the United States, Indonesia, Brazil, Russia, and Nigeria. Indonesia is in fourth place with a total of 212.9 million users, or 77% of Indonesia's population, using the internet. As a result of today's rapid technological developments, people believe that this technology offers advantages that can support daily tasks or work. Technology has made changes in everyday life and indirectly forced everyone to switch to doing various activities digitally. This increases the number of internet users who can access various types of information throughout the world. The existence of e-commerce has resulted in people who initially shopped directly at stores now changing to online shopping. According to Statista Research Department (2021), the number of e-commerce users in Indonesia in 2023 will be 196.5 million, and it is predicted that in 2025 it will increase by 221 million users.

Due to advances in the internet and technology, people have made online shopping their main choice compared to offline shopping (Ulya, 2021). Some researchers argue that online shopping is preferable to conventional methods because it is more convenient (Gupta & Chitrao, 2022), and saves time (Noer et al., 2022). Additionally, online shoppers have more choices (Ananto et al., 2022) and pay more efficiently (Wang & Chen, 2022). Online shopping is a viable option for getting food, drinks, and other daily necessities, especially consumer products that can be accessed quickly (Güsken et al., 2019). Customers and businesses benefit from e-commerce because it makes it easier to obtain goods and services with lower overhead costs. Customers can buy products online, businesses can process orders placed online, and financial transactions can be completed quickly thanks to e-commerce automation (Kartiwi et al., 2018). In recent years, online shopping has become increasingly popular due to its cheaper price offers, product variety, convenience, time savings, possibility to explore previous customer reviews about a product or service, and accessibility to places where products are difficult to find, among many other factors and benefits

that provide insights for customers intending to make purchases online. The many advantages gained from shopping online foster interest in buying online in the minds of customers.

However, despite the rapid development of technology and the internet, there are still some people who experience difficulties utilizing this technology for e-commerce or online shopping. This is caused by several factors, such as a lack of socialization, internet security, a high prevalence of illiteracy, and a scarcity of favorable legal frameworks (Kang & Park, 2016; Yingi et al., 2022). According to Japariato and Adelia (2020), when e-commerce gets the most visits, it can be said that e-commerce is a success, but this is inseparable from perceptions of convenience and usefulness. If e-commerce is able to provide the many benefits offered by online shopping to consumers, it can generate consumer interest in buying (Smeait, 2016). There are several factors that influence online shopping, including perceived usefulness (Soares et al., 2022; Ventre & Kolbe, 2020), perceived ease of use (Saleem et al., 2022; Wicaksono & Maharani, 2020). According to Singh and Srivastava (2018), These factors have a large impact on purchase intentions. Another study (Ha et al., 2019; Aziz & Wahid, 2018) provides evidence that these variables reflect the main benefits of online shopping, are the most important aspects, and have a positive impact on online shopping. In addition to perceived usefulness, research reveals that ease of use influences online shoppers' purchase intentions (N. Ha et al., 2021; Lin, 2007).

In addition to usability and ease of use, which act as methods of technology acceptance, customer purchases are also influenced by consumer behaviour. Motivation has been extensively explored in the field of consumer behaviour research. Shopping motivation in customer research has been listed as utilitarian and hedonic (Babin et al., 1994). According to Chung (2015) hedonic values have a stronger effect on shopping behaviour than utilitarian values. Hedonic values are related to sensory gratification, which is enhanced through experiences of pleasure, entertainment, fantasy, and playfulness (Babin et al., 1994; Bridges & Florsheim, 2008; Hirschman & Holbrook, 1982; Scarpi, 2012). Customers can obtain hedonic values through stimulation, passion, games, and positive influences such as fun and excitement (Bridges & Florsheim, 2008). This is supported by research from Khare (2011), Chung (2015), Hirschman and Holbrook (1982) which states that consumers can be hedonically motivated towards their shopping intentions. Consumers may tend to immerse themselves in the shopping environment and enjoy the excitement or pleasure during the "hunting" process, so that hedonic value is more experiential.

Gender differences in decision-making and shopping behavior have become a particular concern in the marketing field. It has also been analyzed with respect to the process of acceptance of new technology, concluding that the characteristics and uses of technology have been evaluated differently depending on the gender of the individual (Gefen & Straub, 1997; Venkatesh et al., 2000). Although

the role of gender as a moderator of the purchase or use of technology has been discussed from an attitudinal perspective, the moderating role of gender remains unknown when purchases are made using technology such as the internet. The importance of understanding gender differences in perceptions and attitudes towards online purchase intentions is not only for e-commerce practitioners who are responsible for implementing e-commerce services but also for researchers who are interested in explaining the factors of online purchase intentions. Since gender is often a segmentation variable, a relevant question is whether the influence of exogenous variables on online purchase intentions is the same for men and women (Chiu et al., 2005).

This research also aims to determine gender differences through the role of moderation in the relationship between perceived usefulness, perceived ease of use, and online purchase intention through hedonic motivation on five e-commerce sites in Indonesia. This study makes a major contribution to explaining the behavior of Indonesians in making online purchases in e-commerce.

## 2. Literature review and hypotheses

### 2.1. Online purchase intention

Purchase intention is an integral part of consumer motivation and decisions about the choice of a particular product brand (Shah et al., 2012). Purchase intention embodies aspects of consumer behavior, perception, and attitude (Akbaryeh et al., 2015). Purchase intention is an important indicator in the purchasing process (Fishbein & Ajzen, 1977). The closure of offline stores due to government-announced restrictions and the fear of stock unavailability during the pandemic led to a mentality of "saving up" essential supplies through online shopping (Zwanka & Buff, 2021). Constructs such as considering buying a brand and anticipating buying a brand help to broaden purchase intentions (Porter, 1974). Porter (1974) also describes a customer's intention to purchase a focused brand not only by its attitude toward the same brand but also by its attitude toward other brands in the choice set under consideration.

### 2.2. Perceived usefulness on online purchase intention

Perceived usefulness is one of the ideas of the Technology Acceptance Model (TAM). Perceived usefulness in online settings is often described as how effectively and efficiently consumers can search for and reach the information needed to evaluate products and make purchase decisions (Kim & Forsythe, 2008; Yen, 2022). Perceived usefulness can be defined as the customer's judgment and perception of whether the new system they are using will bring them some added value compared to the old system (Wilson, 2019). Perceived usefulness is the degree to which an individual feels that adopting a particular method can improve his or her performance (Saleem et al., 2022). Per-

ceived usefulness in the context of online shopping refers to customers' belief that online shopping will make their purchases more efficient (Alhaimer, 2022). The hypotheses are as follows:

*H1: Perceived usefulness has a positive and significant effect on online purchase intention.*

### 2.3. Perceived ease of use on online purchase intention

According to TAM, perceived ease of use is critical in determining perceived usefulness and technology adoption (Davis, 1989). Perceived ease of use represents a measure of cognitive effort associated with learning and using a new technology (Gefen et al., 2003). The fact is that many people use the Internet and shop online in various ways, so that perceived ease of use has an impact on the entire information system (Huang et al., 2022a, 2022b). Perceived ease of use (PEOU) is defined as the extent to which individuals believe that a particular technology can be easily understood or operated (Jen & Hung, 2010; Lim et al., 2011). Perceived ease of use can refer to a customer's perception that paying via technology is easy to understand and use. Several studies have revealed PEOU as a significant predictor of online purchases (Chiu et al., 2005) and use of smartphone technology (Ma et al., 2016). In addition, many previous studies have shown that PEOU and PU can be significant predictors of customers' attitudes toward new technologies, and consequently, their attitudes can influence their behavioral intention to use them (Ha & Im, 2014; Tu & Yang, 2019; Kim & Forsythe, 2008; Yang & Yoo, 2004). The hypothesis that can be drawn from the explanation above is:

*H2: Perceived ease of use has a positive and significant effect on online purchase intention.*

### 2.4. Hedonic motivation

Hirschman and Holbrook (1982) define hedonic consumerism as the act of consuming goods or services to obtain pleasurable experiences, enjoyment, fantasy, or stimulation of the senses. Therefore, consumers can view shopping as an escape from reality, thereby forgetting the burdens and problems of life (Yu & Bastin, 2010). Emotions related to pleasure, excitement, and pleasure are examples of hedonic feelings that consumers may seek when shopping. Indeed, searching for products and services on the internet is considered enjoyable for most customers (Lazim et al., 2020). It is great entertainment and sometimes even a hobby for some shoppers (Yi & Jai, 2020) confirms that when shopping online, consumers develop feelings of amusement that facilitate their positive emotions. Motivation positively influences consumer attitudes towards online shopping (Childers et al., 2001) and virtual shopping technology (Kim & Forsythe, 2007). Research from G. and Asokan-Ajitha (2021), Singh (2014), Krithika and Rajini (2017) found that hedonic motivation had a positive effect on online purchase intention. Meanwhile, research from

Shwastika and Keni (2021) states that hedonic motivation has no significant effect on purchase intention. From this theory, the following hypotheses can be drawn:

*H3: Perceived usefulness has a positive and significant effect on hedonic motivation.*

*H4: Perceived ease of use has a positive and significant effect on hedonic motivation.*

*H5: Hedonic motivation has a positive and significant effect on online purchase intention.*

*H6: Perceived usefulness has a positive and significant effect on online purchase intention through hedonic motivation.*

*H7: Perceived ease of use has a positive and significant effect on online purchase intention through hedonic motivation.*

### 2.5. The moderating effect of gender

According to Sun and Zhang (2006) there are characteristics that determine gender differences from the characteristics of technology acceptance, namely men are more pragmatic, while women are more strongly influenced by their immediate environment and women experience greater anxiety when facing new activities. These factors influence variables such as usability, and ease of use (Venkatesh et al., 2000). In addition, recent studies have found no statistically significant differences between males and females regarding internet usage (Zhang, 2005; Shin, 2009). Gender-related differences were only significant for initial activity expectations and did not influence actual use (Deaux, 1984; Chen, 1986; Venkatesh et al., 2000). Men and women display the same interests, as long as they have the same level of experience (Chen, 1986). Men are more likely to adopt technology than women, so this is in line with research (Pijpers et al., 2001) that men are more positive towards e-commerce than women. Yang (2005) found that gender influenced perceptions of ease of use and usability, but in a negative way, contrary to expectations. Research from Chiu et al. (2005), Dzandu et al. (2016) found that gender does not moderate the influence of perceived usefulness on online purchase intention.

*H8: Perceived usefulness affects the online purchase intention more strongly in males than in females.*

According to Venkatesh et al. (2000), Ease of using technology tends to be stronger for women than men; this shows a greater impact of perceived ease of purchase on attitudes and purchase intentions online for women than men. Women's lower technology skills may make the influence of perceived ease of use on online buying attitudes and intentions more prominent (Chiu et al., 2005). Compared to women in general, there is a strong tendency for men to value real progress (Hofstede, 1984; Moutinho & Goode, 1995; Oumlil & Erdem, 1997) in completing online shopping tasks effectively, indicating that reality-reflecting utility has a greater influence on the formation of online

purchase intentions, particularly among male consumers. From this phenomenon, it is known that men prefer something that is easy and practical to use. Meanwhile, research from Riquelme and Rios (2010) found that gender moderates perceived usefulness and perceived ease of use.

H9: Perceived ease of use influences the online purchase intention more strongly in males than in females.

Hedonic motivation is more likely to turn into online impulse buying among women than men, this is consistent with previous literature, which shows that women have higher levels of hedonic consumption and impulse buying than men (Chetioui & Bouzidi, 2023). Some researchers have shown that traits valued by men include being “objective” and “logical.” (Rosenkrantz et al., 1968). Men tend to exhibit more “masculine” traits (e.g., assertiveness) than women (Bem, 1981). Research from Putra and Ariyanti (2013), Chang et al. (2019) found that hedonic motivation was not moderated by gender. From the explanation above, the author draws the following hypothesis:

H10: Hedonic motivation affects the online purchase intention more strongly in women than men.

### 3. Methodology

This study employs a quantitative approach to analyze the factors influencing online purchase intention. The proposed conceptual framework, which illustrates the relationship between perceived usefulness, perceived ease of use, hedonic motivation, and the moderating role of gender, is presented in Figure 1.

#### 3.1. Sample and procedures

In collecting data, the technique used is non-probability sampling with specific incidental sampling. This study uses Indonesian people who have an interest in or have made online purchases at one of five e-commerce sites, namely Shopee, Tokopedia, Lazada, BliBli, and Bukalapak, as the study population. Primary data was obtained from distributing questionnaires via WhatsApp, Instagram, and X (formerly Twitter) and obtaining 330 respondents, which were then processed in this study.

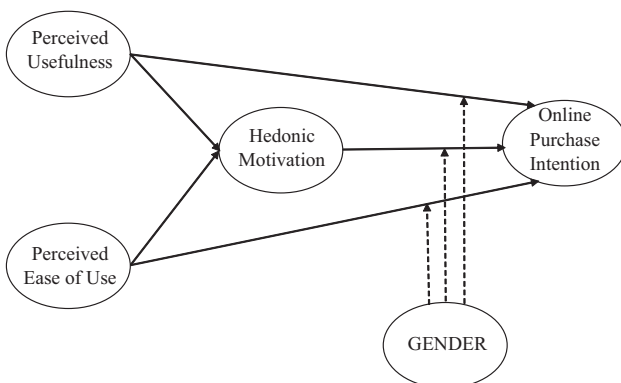


Figure 1. Proposed conceptual framework (source: developed by the authors)

Table 1 shows the demographic characteristics of the respondents in this study. The total respondents obtained were 330, with 69% being women and 31% being men. In the age range <18 years, it was 1%; 19–24 years, it was 60%; 25–30 years, it was 34%; and >30 years, it was 5%. Meanwhile, regarding education level, 13% of respondents were high school graduates, 12% were associate degree graduates, 71% were bachelor degree graduates, 3% had master’s degrees, and there was one person who had a doctoral degree. Regarding monthly expenses, 10% of respondents spent less than 1,000,000 Rupiah, 30% between 1,000,000 and 2,000,000 Rupiah, 24% between 2,000,001 and 3,000,000, 15% between 3,000,001 and 4,000,000, and the remaining 7% spent more than 5,000,000 per month. 22% of respondents often use Tokopedia, 50% use Shopee, 17% use Lazada, 7% use Bukalapak, and 4% use BliBli. With regard to monthly shopping frequency, 5% of respondents shop online less than once a month, 40% one to two times a month, 41% three to four times a month, and 14% more than four times a month or more. For preferred payment methods, 9% prefer to pay using Paylater, 62% use bank transfer, 26% use cash on delivery, and 3% choose others such as e-wallet of e-commerce and cash at minimarket.

#### 3.2. Measures

All constructs are adopted from literature and previous research and have been adjusted by the authors so that they can be used in this study.

Table 1. 330 respondents demographic characteristic

Measure	Item	N
Gender	Female	228
	Male	102
Age	<18 years	4
	19–24 years	199
	25–30 years	111
	>30 years	16
Education	High school	44
	Associate Degree	39
	Bachelor Degree	235
	Master’s Degree	11
	Doctoral Degree	1
Profession	Student	109
	Employee	162
	Entrepreneur	52
	Other	7
Online Shopping Expenditure	<1.000.000 Rupiah monthly	33
	1.000.000–2.000.000 Rupiah monthly	100
	2.000.001–3.000.000 Rupiah monthly	79
	3.000.001–4.000.000 Rupiah monthly	51
	4.000.001–5.000.000 Rupiah monthly	43
>5.000.000 Rupiah monthly	24	
Type of e-commerce	Shopee	165
	Tokopedia	72
	Lazada	57
	Bukalapak	23
	BliBli	13

End of Table 1

Measure	Item	N
Online shopping frequency	Less than once a month	15
	1–2 times a month	132
	3–4 times a month	136
	Four times a month or more	47
Payment method	Paylater	29
	Bank Transfer	205
	Cash on Delivery	85
	Other	11

To measure research variables, respondents were asked to rate each statement submitted using a Likert scale with five points ranging from 1 (strongly disagree) to 5 (strongly agree). All constructs and related items are included in the appendix. Questions to determine the characteristics of the respondents are asked first, followed by questions to measure the various variables that are the focus of the research. They were asked to rate the extent to which they agreed with the statements presented to them regarding the variables using a five-point Likert scale ranging from 1 to strongly disagree to 5 to strongly agree.

## 4. Result and discussion

### 4.1. Result

In this section, a measurement model will be carried out by assessing convergent validity and discriminant validity. If a variable is said to be valid and reliable, the loading value must be greater than 0.7 (Chin, 1998). However, according to research from Griethuijzen et al. (2014), Taber (2018) a Cronbach alpha value of 0.7 or 0.6 is still acceptable and included in the adequate category (0.64–0.85). Table 2 shows that all variables have a Cronbach alpha value and composite reliability above 0.6, so they can be said to be reliable. Next, measurements were taken of the AVE (Average Variance Extracted) value as another measurement of convergent validity. The AVE value must be greater than 0.5 to be accepted (Henseler et al., 2009). As can be seen in Table 2, all variables have an AVE value of more than 0.5, so it can be concluded that all convergent validity measurement models meet the requirements and can be used in this study. After measuring the convergent validity and discriminant validity models, the structural model needs to be tested,

Table 2. Construct reliability and validity

Construct	Cronbach Alpha	Composite Reliability	AVE
Perceived usefulness	0.785	0.861	0.608
Perceived ease of use	0.759	0.836	0.505
Hedonic motivation	0.707	0.818	0.531
Online purchase intention	0.679	0.861	0.757
Gender	1.000	1.000	1.000

and what is assessed is the coefficient of determination (R<sup>2</sup>) of the two endogenous latent variables, namely hedonic motivation and online purchase intention. According to Chin (1998) coefficient of determination (R<sup>2</sup>) values above 0.67 are considered high, 0.33 to 0.67 are considered moderate, 0.19 to 0.33 are considered weak, and values below 0.19 are unacceptable.

As shown in Table 3, the hedonic motivation variable has an R<sup>2</sup> value of 0.680, or 68%. The perceived usefulness hypothesis ( $\beta = 0.292$ ;  $p < 0.05$ ) and perceived ease of use ( $\beta = 0.582$ ;  $p < 0.05$ ) have significant values so that they influence hedonic motivation. Furthermore, online purchase intention has an R<sup>2</sup> of 0.781, or 78.1%. The hypothesis of perceived usefulness ( $\beta = -0.041$ ;  $p > 0.05$ ) and perceived ease of use ( $\beta = 0.058$ ;  $p > 0.05$ ) is that perceived usefulness and perceived ease of use do not affect online purchase intention.

Table 3. R-square results

Endogenous Variables	R Square	Result
Hedonic motivation	0.680	High
Online purchase intention	0.781	High

Table 4. Hypotheses testing results

Hypotheses	P-values	Results
H1: Perceived usefulness has a positive effect on online purchase intention.	0.408	not supported
H2: Perceived ease of use has a positive effect on online purchase intention.	0.238	not supported
H3: Perceived usefulness has a positive effect on hedonic motivation.	0.000	supported
H4: Perceived ease of use has a positive effect on hedonic motivation.	0.000	supported
H5: Hedonic motivation has a positive effect on online purchase intention.	0.000	supported
H6: Perceived usefulness has a positive effect on online purchase intention through hedonic motivation.	0.000	supported
H7: Perceived ease of use has a positive effect on online purchase intention through hedonic motivation.	0.000	supported
H8: Perceived usefulness affects the online purchase intention more strongly in males than in females.	0.768	not supported
H9: Perceived ease of use affects the online purchase intention more strongly in males than in females.	0.016	supported
H10: Hedonic motivation affects the online purchase intention more strongly in females than in males.	0.039	supported

Based on Table 4 of the hypothesis test, it is known that H3, H4, H5, H6, H7, H9, H10 have p values  $< 0.05$  so it can be stated that they have a significant influence. Meanwhile, H1, H2 and H8 were rejected because the p value was  $> 0.05$  so it was declared not significant.

## 4.2. Discussion

On H1, namely perceived usefulness, and H2, namely perceived ease of use, it shows results that do not have a significant direct effect on online purchase intention. This is supported by previous research from (Juhri & Dewi, 2017; Fatmawati & Ali, 2021; Liébana-Cabanillas et al., 2017; Danurdoro & Wulandari, 2016; Dachyar & Banjarnahor, 2017; Mulyani et al., 2021). These results indicate that customers will continue to make purchases regardless of ease of use or usefulness. Customers will keep buying if it suits what they need. Having the usefulness and convenience of using a marketplace for online shopping is not enough to generate buying interest for consumers in the marketplace; the influence of other things is needed to strengthen this decision. However, H6 and H7 both have an indirect effect through hedonic motivation on online purchase intention. Research has shown that perceived usefulness can affect hedonic motivation in the online shopping experience. For example, if a website is perceived as useful in helping them shop and find the products they want, this can increase their enjoyment of the shopping experience. Conversely, hedonic motivation can also affect perceived benefits in the online shopping experience. For example, if someone is shopping and finds pleasure in browsing a website and finds it visually appealing, they may find it more useful in helping them find the product they want. Overall, the relationship between perceived usefulness and hedonic motivation in online shopping is complex and may vary depending on the specific context and individual shopper preferences. However, both factors are important in shaping the overall shopping experience and influencing purchase intentions.

In the research that has been done, it has been found that H3 perceived usefulness has an effect on hedonic motivation, and this is in line with research (Chtourou & Souiden, 2010; Pagani, 2004). These results show that customers want to have fun when carrying out online shopping transactions in the marketplace, and the emergence of this hedonic feeling is caused by the marketplace being used, which can provide benefits for customers when shopping. Research from Zhou (2013), Chtourou and Souiden (2010) also argues that customers expect fast access because product benefits affect consumer behavior and can lead to pleasure. A useful but very slow application will fail to satisfy its users not because it is not useful but because it creates frustration in their minds.

Hypothesis 4, namely perceived ease of use, has an influence on hedonic motivation and is supported by research (Bruner & Kumar, 2005; Igbaria et al., 1995; Heijden, 2004). This finding shows that the ease with which a marketplace is used will increase customer hedonic motivation because the perceived convenience makes it easy for customers to get or find what they want or like. With a high level of perceived ease of use, it will influence hedonic shopping motivation in online search intentions because it promotes the pleasure of exploration by facilitating access to relevant information and motivation for exploration (Bridges & Florsheim, 2008).

The results of H5 show that hedonic motivation has a positive and significant effect on online purchase intention, which is in line with research from (Overby & Lee, 2006; G. & Asokan-Ajitha, 2021; D. Singh, 2014; Krithika & Rajini, 2017). This shows that customers find pleasure and excitement in doing online shopping. High hedonic motivation will bring out creativity, enthusiasm for interaction, and easy socialization with other people when shopping. Hedonic motivation is positively related to purchase intention because consumers seek pleasure and enjoyment from their purchases. This effect can be seen in a variety of contexts, including online purchases, the use of e-money, and others.

The moderating effect of gender in this research is that men and women do not have an influence or relationship on perceived usefulness, so everyone, regardless of gender, will make a purchase if the item has benefits or is useful. Meanwhile, regarding perceived ease of use, the higher the ease of using the marketplace, the higher a man's interest in making purchases on e-commerce, while female respondents stated that the higher the ease of use, the lower their purchase intention. This is because men are simple people, so they prefer to use a marketplace user interface (UI) that is simple, easy to understand, and doesn't have a lot of visual excess, so they tend to shop quickly. Meanwhile, for women, they prefer to pay attention to details and make comparisons when deciding to buy, so they tend to prefer displays that have good visuals and provide lots of promos and cashback. In hedonic motivation, female respondents are more likely to make a purchase if hedonic motivation appears in them compared to male respondents. This is because women enjoy shopping experiences that involve social interaction and focus more on emotional satisfaction or the shopping experience. For men, they will focus on product functionality and practicality.

## 5. Conclusions

This study analyzes the phenomenon of online shopping in five e-commerce sites in Indonesia based on its usefulness, ease of use, and hedonistic nature. This study also adds gender as a moderating variable to compare its effect on online purchase intention. This study found that perceived usefulness and perceived ease of use did not have a significant effect but had an effect through hedonic traits. So that it can be a direction for more specific research on what causes it.

The framework that has been created shows results that provide consumers' views on how to buy online and provides directions for marketers to maximize the application of technology on their websites in order to provide convenience and benefits for consumers. From the discussions that have been carried out, the purpose of this study reveals that gender plays a role in moderating online purchase intentions in Indonesia, which highlights the importance of this research. The special emphasis on

online purchasing intentions makes this research a focus and contributes significantly to consumer behavior, both practically and academically. These findings also provide new, more specific insights regarding online purchasing intentions, which may be useful for scholars and practitioners, namely, with the significant evolution of e-commerce worldwide.

This research investigates the online buying interest that occurs in a developing country, namely Indonesia. This research found that online buying interest generates hedonic traits among Indonesian consumers. This can be a good strategy for marketers, sellers, or marketplace parties to improve their e-marketing to reduce negative feelings associated with unplanned purchase intentions that may affect the tendency to make future purchases on the same platform for different products or services. Overcoming those negative emotions can be done at an early stage by introducing incentives such as coupons for future purchases. This can also be addressed throughout the buying process by enabling consumers to access online portals for more interactivity and timely delivery of information should any questions arise. The return policy can also be reviewed for more flexibility and, therefore, to reduce the inconvenience some people may experience after receiving the product. This will help e-commerce companies, in the long run, to retain customers and turn impulse purchases into repeat purchases, while at the same time turning one-time browsers into loyal customers, ready to spread positive word of mouth.

This research investigates and suggests key differences between men and women when engaging in online purchases. Understanding the gender gap can help online retailers and marketers design appropriate content and advertising offerings that may appeal to their target gender based on the product or service. In addition, when trying to induce hedonic consumer purchase intention, online retailers should consider the impact of impulse buying on buyer emotions, particularly negative emotional responses, as this will have a major impact on post-impulse purchase satisfaction. This raises concern as to how marketers can strategize to maximize the level of usefulness, ease of use, and hedonic motivation that consumers can have when shopping online.

This research has several limitations, namely that this research is only in Indonesia, so it is not relevant if you want to use it as literature in other regions, and this research covers all cities in Indonesia. The hope for future researchers is to use only one city in Indonesia so that they can provide input for related parties if they want to do business in that city, and it is better for future researchers to also collaborate with researchers from different countries so that they can conduct research again in other countries and later compare the results to see the results and differences. The second limitation is that this research only focuses on online shopping, so further research can be done on offline shops as well so that they can be compared. Third, because most of the respondents are

students and do not have a fixed monthly income, there is not much information about income. Therefore, the impact of income on online shopping preferences is considered an interesting factor to be considered in future research. Fourth, this study focuses on specific factors to investigate the antecedents of hedonic motivation. As a result, other factors may bias consumer participation in online purchase intentions (e.g., store preference and goal fit). Lastly, sample selection may limit the generalizability of the results to all online shoppers in Indonesia. Non-probabilistic intent sampling was used to collect data from respondents representing online shoppers in Indonesia. These consumer reactions may differ from those of people from different socioeconomic backgrounds. Future research might consider using a larger random sample from a more diverse population to make the results more reliable.

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