

Are you a hedonistic or utilitarian? Understanding the role of consumer mood in the relationship between e-commerce attributes and customer motivations

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ABSTRACT

Purpose: This study aims to determine the factors influencing consumer motivation (hedonistic or utilitarian) which ultimately affects consumer impulsivity in shopping.

Design/Methodology/Approach: This study uses a survey method in the form of a questionnaire to collect data. The study has six variables which are represented by various indicators. Variable measurements were carried out using a Likert-six scale. The collected data was tested for validity and reliability and then put into hypothesis testing using SEM with the help of Amos 24.0.

Finding: The sample of respondents consisted of 410 students from Universitas Negeri Jakarta. After processing the data, we concluded that e-commerce attributes influence consumer motivation in shopping both utilitarian and hedonistic. The relationship between website personality, store motivating actions and utilitarian customers is not influenced only by mood. Utilitarian consumers will focus more on the promotions and website quality than on their emotional state.

Conclusion: External factors completely influence consumer motivation for online impulsive shopping. Meanwhile, the utilitarian consumer type is not completely influenced by internal factors.

Research Limitation: Only a few variables were examined in this study in order to allow for the testing of additional variables and their potential impact on consumer impulsivity in further research. In addition, this study only took a sample of students aged 18-30 years. The scope of respondents can be expanded not only to Generation Z but to other types of professions with an older age (up to 45 years) because there is a greater possibility of impulsive shopping for consumers who are already working and adults.

Keywords: *Customer motivations, E-Commerce attributes, Hedonistic, Mood, Motivational activities by retailers, Online impulse buying, Product attributes, Students, Utilitarian, Website personality.*

1. INTRODUCTION

Impulsive purchasing is a regular occurrence for customers who purchase at conventional stores or online (also known as e-commerce). Impulsive buying is the tendency of a customer to make sophisticated, hedonistic, rapid and impulsive product purchases without giving the purchase sufficient consideration (Bahrainizad & Rajabi, 2018). Impulse buying is generally accompanied by pleasure and a great desire to own the product (Chang, Yan, & Eckman, 2014). Previous studies have stated that impulse buying behavior can occur when purchasing goods offline or online. Two perspectives that are generally attached to impulse buying behavior are: 1) the urge to buy comes from the shopping environment (or can be said as an external factor) and 2) consumer personality traits (internal factors) ultimately encourage them to make purchases unplanned (Atulkar & Kesari, 2018; Bahrainizad & Rajabi, 2018; Febrilia & Warokka, 2021; Rejikumar & Asokan-Ajitha, 2020; Rezaei, Ali, Amin, & Jayashree, 2016). In fact, this impulsive consumer behavior also occurs among consumers in Indonesia. Fauzia (2019) revealed that the majority of female consumers in Indonesia under the age of 45 are impulsive consumers. In other words, more than 60% of consumers will access the internet and browse information about products on e-commerce to get

pleasure and suddenly decide to buy a product they had not planned. This argument is in line with the opinion expressed by [Olivia \(2019\)](#) who stated that the majority of female students with incomes below 4,000,000 IDR (Indonesian Rupiahs) are consumers who are very impulsive and do not consider the reasons for purchasing products. [Astand \(2023\)](#) added that Indonesian people often buy products spontaneously even if they are not on their shopping list. The products they buy are not the products they need and they only buy them as a form of appreciation for themselves (self-reward). People are largely influenced to make impulsive purchases by promotional elements like cashback, discounts, free delivery and shopping vouchers ([Putri, 2022; Rizaty, 2022](#)). In addition to external (promotional) factors, impulse buying is also greatly influenced by internal factors from the consumer. This makes these unplanned purchases even more interesting. It turns out that personal psychological aspects also contribute to influence unexpected consumer shopping behavior. Many studies have stated that factors such as hedonistic or utilitarian motives ([Chen, Ku, & Yeh, 2019; Chen, Lu, Gupta, & Pan, 2020; Rejikumar & Asokan-Ajitha, 2020; Rezaei et al., 2016; Zafar, Qiu, & Shahzad, 2020; Zhang, Xu, Zhao, & Yu, 2018](#)), consumer mood ([Bahrainizad & Rajabi, 2018; Chang et al., 2014; Wang & Tsai, 2017](#)), impulse buying and shopping enjoyment tendency ([Atulkar & Kesari, 2018; Bandyopadhyay, 2016; Febrilia & Warokka, 2021; Kwon & Ahn, 2021](#)), self-esteem ([Bandyopadhyay, 2016](#)) and risk perception ([Rejikumar & Asokan-Ajitha, 2020](#)) as a driving force for impulsive consumer behavior.

Mood is one of the unstable mental factors that is considered to influence the purchasing decisions taken by consumers. If the consumer feels happy, he will also be more positive in evaluating the product he sees, so there is a greater chance that a customer will decide to buy a product if it is well-made, has everything they need, and is reasonably priced. However, if the consumers are sad, the opportunity for decision-making is only based on momentary emotions. Consumers buy products only to divert and treat their lousy moods ([Bahrainizad & Rajabi, 2018](#)). This is supported by [Chang et al. \(2014\)](#) who show that consumers with a positive mindset will be willing to spend time, effort and money to browse information and shop even though the decisions taken are not based on overly complex thoughts. In other words, if this happens to a consumer in a negative mood, the decision is not based on careful consideration and could have been something in a hurry. These things can occur when external factors such as e-commerce attributes support the buying process. However, what happens if the website is not of high quality (for example, not user-friendly)? The product is deemed to be of low quality and does not have complete features. The price offered is relatively expensive (no promotional tools such as discounts). What are the buying behavior patterns? Will it be the same even if the consumer feels happy or sad? Consumers with a positive mood will undoubtedly consider the product's benefits for themselves (utilitarian need) while other exciting things happen to consumers with a negative attitude. There are two possibilities: namely, the consumer in question will still buy because he wants to feel happy after shopping (distracting his feelings and thoughts by shopping (hedonistic need)) or instead, the consumer will get worse (overwhelming) so that he becomes increasingly unmotivated in shopping ([Bandyopadhyay, 2016](#)). The findings of this study may provide significant insight into a number of possible gaps in consumer mood. In addition, this study also includes external factors such as website personality, product attributes and retailer motivational activities which are appropriate stimuli for encouraging the creation of an impulsive purchase. Specifically, this study aims to examine and analyze the influence of factors, both external (e-commerce attributes) and internal (consumer mood), on consumer motivation (hedonistic or utilitarian) which are ultimately thought to influence consumer impulsive shopping behavior.

This paper comprises six sections: Section 1 is about introduction, section 2 is about literature review and research hypotheses, section 3 is about methodology, section 4 is about data analysis and results, section 5 is about discussion and conclusion and section 6 is about managerial amplification, limitations and future research directions. In addition, this paper is accompanied by an abstract, a summary of research results, a questionnaire in [Appendix A](#) and a bibliography which contains previous research papers as a source of reference in this study.

2. LITERATURE REVIEW AND RESEARCH HYPOTHESES

2.1. E-Commerce Attributes (Website Personality, Product Attributes and Motivational Activities by Retailers)

According to [Poddar, Donthu, and Wei \(2009\)](#), a commercial website resembles every aspect of an actual business including its personality and operates in the same way. The two types of stores (online and offline) continue to interact with consumers and provide sales representatives to provide recommendations to them. A study by [Rezaei et al. \(2016\)](#) adopted various human personalities relevant to shopping online such as enthusiasm,

sophistication, genuineness, solidity and unpleasantness. At the same time, this also indicates that web personality represents a website store with various dimensions that have similarities and describe the dimensions of human personality. A well-designed website will be an essential element that can change a consumer's attitude from negative to more positive influencing his desire to buy a product. The consumer's impression of the website he visits will affect whether or not he browses and explores the website for a long time (Saw & Inthiran, 2022). According to Nsairi (2012), product attributes such as price, features and quality are the main components that can encourage the creation of an impulsive purchase. Therefore, the seller can put forward these attributes which will add to the product's attractiveness when offering it to consumers. Motivational activities by retailers are specific efforts designed to encourage and increase product sales. The forms of motivational activities also vary ranging from free samples, gift vouchers, coupons, points of purchase, sign displays and live shows to supportive sales staff (Amos, Holmes, & Keneson, 2014). Sales promotion is an often used motivational strategy. Sales promotions include price reductions, cash rebates, buy one get one free, gifts or bundling offers. Sales promotion stimulates consumers' desire to purchase products from particular brands (Akram et al., 2018).

2.2. Customer Motivations (Hedonistic or Utilitarian)

Two main categories motivate consumers to shop online impulsively, namely utilitarian motivations and hedonic motivations (Martínez-López, Pla-García, Gázquez-Abad, & Rodríguez-Ardura, 2014). Many factors are considered to influence the motivation of this consumer until he finally decides to shop impulsively. Accessibility to a product, ease of purchase (by just clicking on the "click order" option) and a simple delivery process are all factors that are thought to alter customer motivation (Rezaei et al., 2016). Although consumers with the utilitarian type are synonymous with consumers who actively search for and collect information related to products, consumers with the hedonistic style also search for information. They do this to get a particular pleasure. Utilitarian consumers seek detailed and complete information to be used as material for consideration in future purchasing processes while hedonistic consumers seek information primarily related to product prices. They do it not as a consideration for the next purchase but enjoy the information search process to gather a pleasant shopping experience (Zhang et al., 2018). In online shopping, consumers with utilitarian motives will focus on the functional value they can get from the product. In contrast, consumers with hedonistic reasons will focus on the emotional experience they gain during shopping (Indrawati, Ramantoko, Widarmanti, Aziz, & Khan, 2022).

Factors that are considered to influence consumer motivation to decide to shop online impulsively finally include e-commerce attributes such as website personality (Chen et al., 2019; Gohary & Hanaee, 2014; Park, Kim, Funches, & Foxx, 2012; Rejikumar & Asokan-Ajitha, 2020; Rezaei et al., 2016; Tariq, Wang, Tanveer, Akram, & Akram, 2019; Wu, Vassileva, Noorian, & Zhao, 2015), product attributes (Abdallah & Jaleel, 2015; Atulkar & Kesari, 2018; Chiu, Wang, Fang, & Huang, 2014; Rejikumar & Asokan-Ajitha, 2020) and promotional or motivational activities by retailers (Akram et al., 2018; Atulkar & Kesari, 2018; Babin, Darden, & Griffin, 1994; Chandon, Wansink, & Laurent, 2000; Hultén & Vanyushyn, 2014; Muratore, 2016; Rejikumar & Asokan-Ajitha, 2020).

Park et al. (2012) and Wu et al. (2015) state that consumers with utilitarian (goal-directed) and hedonic (experiential mood) types will be affected by features such as atmospheric cues, website design as well as consumer benefits and privacy maintained by the web site concerned. Customers who browse websites with these qualities, whether utilitarian or hedonistic will be more inclined to purchase online. Gohary and Hanaee (2014) also added that there is a relationship between personality traits, hedonic and utilitarian shopping values and impulsive buying. The results of their research show that the personality traits that appear on a website will affect consumer motivation for shopping (hedonic or utilitarian) and ultimately influence the consumer's desire to shop impulsively online.

Product attribute factors are external variables that build consumer utility perceptions (Chiu et al., 2014). The presentation of several product variants from multiple companies on e-commerce sites is common. These variants typically come with product descriptions and specifications, contributing to an enjoyable browsing experience for customers and increasing their utilitarian incentive. The utilitarian type of consumer will always make judgments based on things that he considers to have more benefits. Similarly, hedonistic consumer types prioritize shopping experiences that are fun, relaxed and have a high level of enjoyment so that when they find a variety of product variations indicated by attractive images and descriptions, it will affect their level of consumer hedonism (Abdallah & Jaleel, 2015).

Promotions that include free shipping, loyalty points, warranties, easy payment options, and price reductions or discounts from a promotion perspective increase the tendency of consumers to act in a utilitarian manner because consumers will estimate fair prices in order to ensure that the product they plan to purchase has the right values and benefits (Darke & Dahl, 2003). Customers are more likely to buy things impulsively when they receive hedonistic promotions because they find the shopping experience to be more enjoyable (Babin et al., 1994). Recent research results also show that price is not the main determining factor for a consumer to buy a product. The balance between price, quality and quantity of goods is more decisive (Badgaiyan & Verma, 2015). If the price of a product is high, consumers will be more careful when deciding whether to buy it. Still, if they get the opportunity to have an effect at a lower price, the possibility of being hedonic and impulsive is greater (Jones, Reynolds, Weun, & Beatty, 2003). Chandon et al. (2000) added that consumers will essentially benefit from the motivational tools provided by the seller. For example, customers will receive both utilitarian (convenience and cost savings) and hedonic (fun, value and exploration) advantages in a sales promotion offer which will further encourage impulsive behaviour.

Therefore, it is proposed that:

Hypothesis 1 (H₁): Website personality influences hedonistic customer.

Hypothesis 2 (H₂): Product attributes influence hedonistic customer.

Hypothesis 3 (H₃): Motivational activities by retailers influence hedonistic customer.

Hypothesis 4 (H₄): Website personality influences customer utilitarian.

Hypothesis 5 (H₅): Product attributes influence customer utilitarian.

Hypothesis 6 (H₆): Motivational activities by retailers influence customer utilitarian.

2.3. Consumer Mood

The mood is a temporary affective statement usually occurring at a specific time and situation (Jeon, 1990). There are two types of moods: positive mood and negative mood. A positive mood can be described as a person's mental statements and feelings that show self-confidence, optimism and unlimited possibilities (Forest, Clark, Mills, & Isen, 1979). Individuals with a positive mood tend to be less systematic in processing information but are creative and flexible compared to someone with a negative mood (Park, 2002). In other words, if it is associated with a particular object, someone with a positive mood will focus on positive aspects and tend to have a positive evaluation of that object.

Furthermore, if someone is feeling anxious, depressed and tired, it can be said that the person feels a negative mood within himself (Watson & Tellegen, 1985). In various studies, a positive mood is considered a factor that can directly or indirectly change a person's behavior, judgment, evaluation and even satisfaction (Weiss, Nicholas, & Daus, 1999). Someone in a positive mood will make more rational judgments and provide good feedback because they interpret a situation more positively. Meanwhile, talking about someone in a negative mood is related to lower performance than the performance of someone in a positive mood. A negative mood will lead a person to have bad feelings, be angry, blame himself, be depressed and impact the resulting performance (Spielberger, 1991).

Sminor and CMowen (2013) stated that mood is an unstable sentimental feeling at certain times and conditions. Studies show that when a person, especially a consumer enters a specific store with a positive feeling or mood, they will have a positive evaluation of the product because they use their senses in making a purchase decision (Furnham & Milner, 2013). Meanwhile, if a consumer is feeling in a negative mood, the consumer will try to eliminate his negative feelings by buying the product. The consumer's mood is the most important psychological condition which will ultimately encourage the creation of impulsive purchases (Chang et al., 2014). Robert and John (1982) revealed that emotional states are divided into pleasure and arousal concerning consumer shopping behavior at a store. Pleasure is a short-term feeling that describes happiness and satisfaction.

Meanwhile, arousal is the level at which a person feels stimulated, active and excited about a particular situation (Mehrabian & Russel, 1974). These two feelings are related to consumer emotions and stimuli that come from the environment. In other words, consumers can provide an evaluation of the background of a store they visit based on how they feel at that particular moment (Jang & Lee, 2019). His shopping satisfaction will increase if he feels good emotionally and is supported by good environmental stimuli. Another study by Tarka, Kukar-Kinney, and Harnish (2022) also mentioned that consumers' emotions and feelings will influence their decisions during

shopping. A consumer in a negative mood will decide to shop without careful consideration (hedonistic) to improve his feelings.

Several studies state that a consumer's mood becomes a psychological factor influencing a person's behavior. A survey by [Jie, Poulova, Haider, and Sham \(2022\)](#) hypothesized that emotional factors (emotional intelligence) could moderate the relationship between internet use and consumer impulsive behavior. Similarly, this study includes mood as a variable that can influence the strength of the relationship between e-commerce attributes and consumer motivation to shop online impulsively. Several sources have been successful in analysing mood as a component that would eventually impact online impulsive buying, even though mood has not been tested as a moderator (moderating effect) ([Chang et al., 2014](#); [Dawson & Kim, 2009](#); [Hashmi, Shu, & Haider, 2020](#); [Huang, Chen, & Sun, 2022](#); [Martaleni, Hendrasto, Hidayat, Dzikri, & Yasa, 2022](#); [Mason, Zamparo, Marini, & Ameen, 2022](#); [Wang & Tsai, 2017](#)).

Therefore, it is proposed that:

Hypothesis 7 (H₇). Consumer mood moderates the relationship between website personality and customer hedonistics.

Hypothesis 8 (H₈). Consumer mood moderates the relationship between product attributes and customer hedonistics.

Hypothesis 9 (H₉). Consumer mood moderates the relationship between motivational activities by retailers and customer hedonistic.

Hypothesis 10 (H₁₀). Consumer mood moderates the relationship between website personality and customer utilitarianism.

Hypothesis 11 (H₁₁). Consumer mood moderates the relationship between product attributes and customer utilitarianism.

Hypothesis 12 (H₁₂). Consumer mood moderates the relationship between motivational activities by retailers and customer utilitarian.

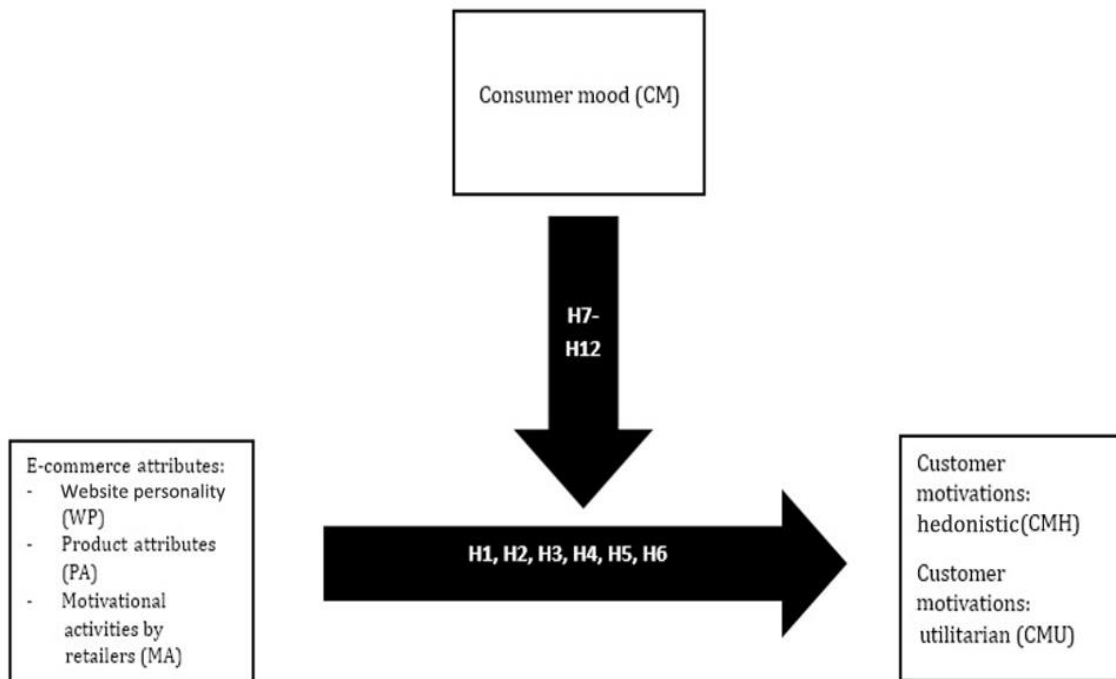


Figure 1. The conceptual framework (direct and indirect effect).

Figure 1 illustrates the conceptual framework that links the variables in this research. The first to sixth hypotheses show a direct influence between the independent variables (e-commerce attributes: website personality, product attributes and motivational activities by retailers) and the dependent variable (customer motivations hedonistic

and utilitarian). Meanwhile, hypotheses seven to twelve show an indirect effect namely the moderating effect of consumer mood which will influence the strength of the relationship between the independent and dependent variables.

3. METHODOLOGY

3.1. Sampling and Data Collection

This research is a quantitative study that will use a purposive sampling method as a sampling technique where the selected respondents must meet the criteria such as a) students at Universitas Negeri Jakarta; b) at least 18 years old c) know popular online store brands in Indonesia (Tokopedia, Shopee, Lazada, Bukalapak and Blibli) d) have made at least 3 (three) transactions in online store applications in Indonesia within the last 3 months and e) have suddenly or unplanned to shop at online shop applications in Indonesia (online impulse buying). The respondents were asked to respond to a questionnaire (survey method) prepared as part of the research process to obtain primary data.

According to the data collection, the sample's socio-demographic characteristics comprised 302 (73.66 percent) women and 108 men (26.34 percent). Regarding the age group, most respondents in the model are aged 21-23. In addition, the most visited online store or e-commerce brand for shopping is Shopee with fashion being an item commonly purchased online. Most respondents did online shopping once a month and three times a month based on the frequency of shopping online in a month. Finally, respondents shop online because many online stores provide promotions, discounts, cash back, etc. All the information regarding the socio-demographic characteristics of the respondents is presented in Table 1.

Table 1. Socio-demographic characteristics of respondents.

Socio-demographic items	Frequency	Percentage
	n = 410	
Gender		
Female	302	73.65
Male	108	26.35
Age		
18-20 years old	4	0.97
21-23 years old	350	85.37
24-26 years old	50	12.19
27-29 years old	4	0.97
Above 30 years old	2	0.50
Most visited online store or e-commerce brands for shopping		
Blibli	2	0.50
Decathlon	2	0.50
Lazada	14	3.41
Shopee	366	89.23
TikTok shop	12	2.93
Tokopedia	12	2.93
Zalora	2	0.50
Items commonly purchased online		
Car Parts	2	0.50
Cellphones, USB flash drives and various accessories for cellphones and computers or other gadgets	32	7.80
Daily uses items	2	0.50
Fashion (e.g., clothing, shoes, bags and accessories)	370	90.23
Veil or hijab and cosmetics	4	0.97
Frequency of shopping online in a month		
Once a month	188	45.85

Socio-demographic items	Frequency	Percentage
	n = 410	
3-4 times a month	188	45.85
5-10 times a month	22	5.37
Countless or very frequent	12	2.93
Reasons for shopping online		
Many online stores provide promos, discounts, cashback, etc.	336	81.96
Mood or feeling influence	8	1.95
Personality factors	4	0.97
Shopping online saves time	26	6.34
The appearance of the online store (website) is beautiful	12	2.93
The online store provides quality products	24	5.85

3.2. Research Instrument

There are six variables in this study which consist of three independent variables: website personality, product attributes and motivational activities by retailer, two dependent variables, customer motivation, hedonistic and utilitarian, one moderator and consumer mood. Variable measurements were carried out using a Likert-six scale, starting with scale 1 indicating strongly disagree, scale 2 indicating disagree, scale 3 indicating slightly disagree, scale 4 indicating slightly agree, scale 5 indicating agree and scale 6 indicating strongly agree. The website personality variable adopts six indicators which are based on research from [Rezaei et al. \(2016\)](#). Six indicators from [Atulkar and Kesari's \(2018\) research](#) to represent product attributes and 11 indicators from the combined research of [Dawson and Kim \(2009\)](#) and [Atulkar and Kesari \(2018\)](#) were adopted by researchers for the variable motivational activities by retailer. The hedonistic and utilitarian customer motivation variables are each represented by six indicators adopted from research conducted by [Chen et al. \(2020\)](#) and [Park et al. \(2012\)](#). The consumer mood variable adopts six indicators from the study of [Bahrainizad and Rajabi \(2018\)](#).

3.3. Analytical Method

The data obtained were then analyzed, testing the instrument's validity and reliability using SPSS and pushing the hypothesis using SEM (Structural Equation Modeling) with the help of Amos 24.0. The truth of statement items is tested using factor analysis and then calculating each variable's reliability value (alpha). According to the procedure in [Antony, Leung, Knowles, and Gosh \(2002\)](#), factor analysis was carried out separately per construct. The process of factor analysis is continued until no statement items meet the predetermined requirements, i.e., if the factor loading is equal to or greater than 0.5. After testing the validity, it is continued with reliability testing (Cronbach's alpha) for each variable. Cronbach's alpha shows the consistency of respondents in responding to all items that represent measurements of one particular variable. The commonly used Cronbach's alpha value is more significant than 0.6 or > 0.6. The greater the value of Cronbach's alpha, the better the measurement of this variable. Hypothesis testing was carried out using SEM with the help of the Amos 24.0 program. SEM is a multivariate analysis of complex relationships between variables. Data analysis using SEM thoroughly explains the relationship between variables in the study. [Hair, Anderson, Tatham, and Black \(1998\)](#) state that SEM verifies a model. SEM model testing is done by looking at absolute fit values which indicate that the model has good goodness of fit.

The research approach and technique employed in this study differ from those of [Rejikumar and Asokan-Ajitha's \(2020\)](#) earlier research. In the last research model, the researchers did not only include e-commerce attributes and consumer motivation as factors that influence impulsive buying intention but they also contained risk factors that were hypothesised to have an impact on how strongly impulsivity and purchase intention relate to consumer motivation. Although the survey method was also used in previous research, the number of respondents obtained was not as large as in this study and the focus was on Indian customers who often shop online. The tools used in data processing methods also vary. In previous studies, researchers used Partial Least Square (PLS) SEM with version 6.0 because it was considered more acceptable if the sample obtained was small.

4. DATA ANALYSIS AND RESULTS

Table 2 shows the results of the validity and reliability tests. All items show valid results for the validity test because the loading factor value is above 0.5. The reliability test also showed good results because all items were reliable with a Cronbach alpha value above 0.6. After testing validity and reliability, data processing will continue with the descriptive analysis stage.

Table 2. Indicator's validity and reliability test.

Variables	Items	Loading factor	Cronbach's alpha
Website personality	WP1	0.798	0.864
	WP2	0.750	
	WP3	0.769	
	WP4	0.741	
	WP5	0.762	
	WP6	0.828	
Product attributes	PA1	0.845	0.843
	PA2	0.781	
	PA3	0.813	
	PA4	0.776	
	PA6	0.722	
Motivational activities by retailers	MA1	0.565	0.891
	MA2	0.721	
	MA3	0.566	
	MA4	0.724	
	MA5	0.729	
	MA6	0.726	
	MA7	0.748	
	MA8	0.680	
	MA9	0.719	
	MA10	0.744	
	MA11	0.701	
Customer motivations – hedonistic	CMH1	0.879	0.935
	CMH2	0.898	
	CMH3	0.916	
	CMH4	0.813	
	CMH5	0.912	
	CMH6	0.849	
Customer motivations – utilitarian	CMU1	0.857	0.911
	CMU2	0.852	
	CMU3	0.815	
	CMU4	0.867	
	CMU5	0.859	
	CMU6	0.754	
Consumer mood	CM1	0.740	0.904
	CM2	0.887	
	CM3	0.899	
	CM4	0.862	
	CM5	0.854	

The next stage in the data processing process is descriptive analysis to determine whether the data held in the research has been well distributed and whether there is a relationship between the variables. In addition, it is

known whether a multicollinearity problem occurs based on the test findings. There was no multicollinearity in the multicollinearity test since the data revealed no values greater than 0.8. This opinion is supported by Gujarati (1995) who states that multicollinearity issues occur if a value greater than 0.8 exists in the relationship between independent variables. Table 3 also shows the relationship between the independent and dependent variables all of which show positive and significant values. The first relationship is between website personality and customer motivations which offers a positive and meaningful relationship (0.526**). The result indicates that the quality and appearance of a particular website or e-commerce site will influence someone to behave hedonistically. The same thing also happens in the relationship between website personality and customer motivations utilitarian which shows a positive and significant effect (0.432**). The correlation means that an attractive and quality website display can also influence consumers whose purchase motivation is based on product benefits.

The following independent variable also positively and significantly affects the dependent variable. Product attributes show the results of the influence on consumer motivation both hedonistic (0.512**) and utilitarian (0.431**). These results indicate that product attributes such as price, features and quality can influence a consumer's hedonistic or utilitarian behavior. The last independent variable is the motivational activities of retailers. This variable is also proven to have a positive and significant relationship with several dependent variables as well as the correlation between motivational activities by retailers and customer motivations-hedonistic (0.715**) and utilitarian (0.601**). This result simultaneously means that the more promotions provided by retailers, the higher the level of consumer motivation to shop. Both the consumers in question are indeed the types who often shop without consideration (hedonistic) to those consumers who shop with a lot of reviews about the benefits of the product (utilitarian).

Table 3. Descriptive analysis.

Var.	Mean	Standard deviation	WP	PA	MA	CMH	CMU	CM
WP	5.076	0.764	1	-	-	-	-	-
PA	5.333	0.709	0.536**	1	-	-	-	-
MA	4.482	0.877	0.436**	0.457**	1	-	-	-
CMH	4.792	0.937	0.526**	0.512**	0.715**	1	-	-
CMU	4.977	0.795	0.432**	0.431**	0.601**	0.654**	1	-
CM	4.554	1.013	0.364**	0.232**	0.539**	0.651**	0.552**	1

Note: **p < 0.01; *p < 0.05; WP = Website personality; PA = Product attributes; MA = Motivational activities by retailers; CMH = Customer motivations – hedonistic; CMU = Customer motivations – Utilitarian; CM = Consumer mood.

Table 4. Estimation and regression of structural model analysis.

Hypotheses	Estimate	P	Result
H1. WP → CMH	0.251	***	Supported
H2. PA → CMH	0.173	***	Supported
H3. MA → CMH	0.586	***	Supported
H4. WP → CMU	0.179	***	Supported
H5. PA → CMU	0.130	***	Supported
H6. MA → CMU	0.558	***	Supported

Notes: WP = Website personality; PA = Product attributes; MA = Motivational activities by retailer; CMH = Customer motivations hedonistic; CMU = Customer motivations utilitarian. Significance level p < 0.05 and *** for significance level p < 0.001.

Table 5. Estimation and regression of the moderating structure.

Hypotheses of moderating effects	p	Result
H7. WP x CMH → CM	***	Supported
H8. PA x CMH → CM	***	Supported
H9. MA x CMH → CM	***	Supported
H10. WP x CMU → CM	0.792	Not supported
H11. PA x CMU → CM	***	Supported
H12. MA x CMU → CM	0.350	Not supported

Notes: WP = Website personality; PA = Product attributes; MA = Motivational activities by retailer; CMH = Customer motivations hedonistic; CMU = Customer motivations utilitarian. Significance level p < 0.05 and *** for significance level p < 0.001.

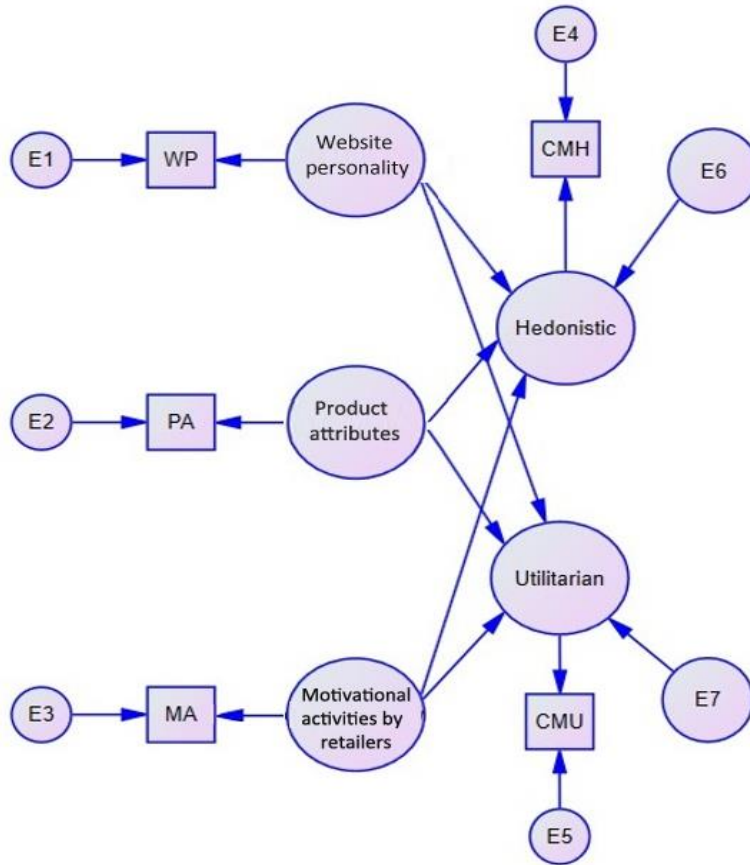
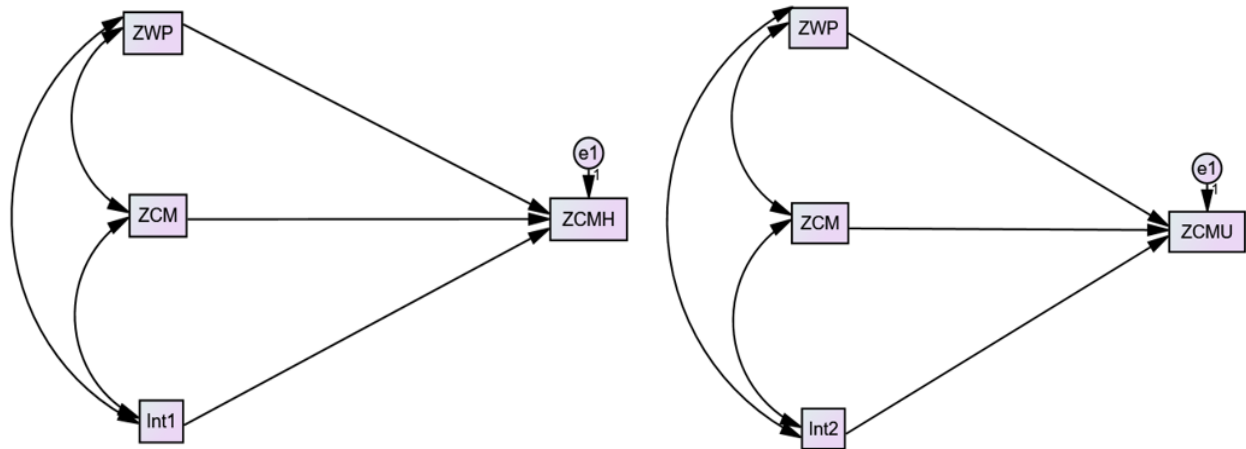


Figure 2. The result of the structural model (direct effect).



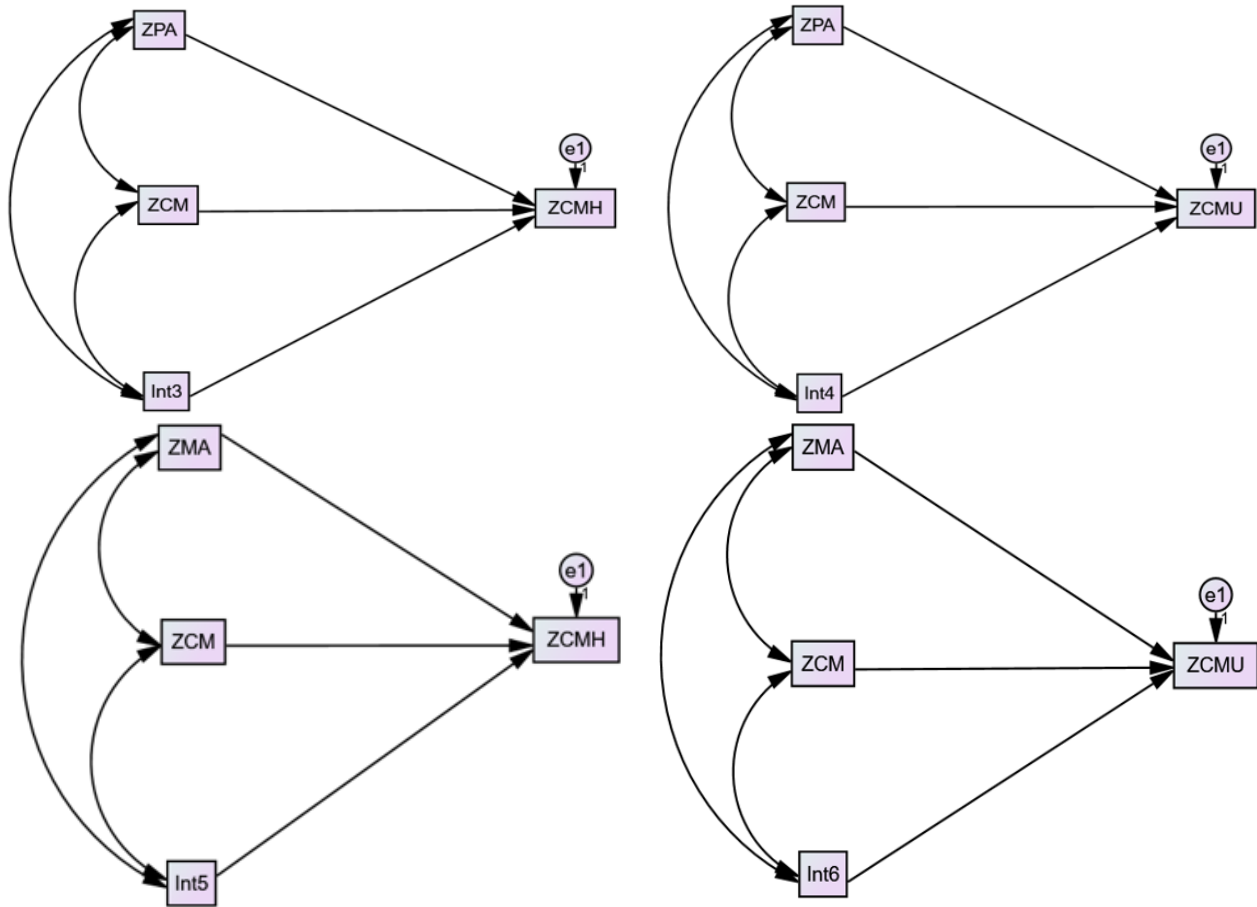


Figure 3. The result of the moderation effect (indirect effect).

Note: WP = Website personality; PA = Product attributes; MA = Motivational activities by retailer; CMH = Customer motivations hedonistic; CMU = Customer motivations utilitarian; CM = Consumer mood; ZWP = Z score for website personality; ZPA = Z score for product attributes; ZMA = Z score for motivational activities by retailers; ZCMH = Z score for customer motivations hedonistic; ZCMU = Z score for customer motivations utilitarian; ZCM = Z score for consumer mood; Int1 – Int6 = Interaction1 – interaction6; e1 = error.

Figure 2 illustrates a structural model that shows the direct influence of independent variables on the dependent variable. Meanwhile, Figure 3 shows the indirect influence of consumer mood as a moderator which influences the strength of the relationship between the independent and dependent variables.

5. DISCUSSION AND CONCLUSION

Tables 4 and 5 show the results of the hypothesis testing that was carried out using the SEM. Ten out of the 12 hypotheses in this study were accepted and two were rejected. The first hypothesis test shows positive and significant results, namely, website personality (WP) influences customer motivation hedonistic (CMH) ($\beta = 0.251$; $p < 0.001$), so H1 is accepted. This means that the personality of a website will influence consumers to act and behave hedonistically. The better and more tested the character of the website consumers visit for browsing and shopping, the higher the level of consumer hedonism or impulsivity in shopping. The results of this study also support previous studies conducted by Park et al. (2012), Gohary and Hanzae (2014), Wu et al. (2015), Rezaei et al. (2016), Chen et al. (2019), Tariq et al. (2019) and Rejikumar and Asokan-Ajitha (2020). The second hypothesis test also showed positive and significant results, namely, product attributes (PA) influenced customer motivation hedonistic (CMH) ($\beta = 0.173$; $p < 0.001$), so H2 is accepted. The significant result also indicates that product attributes such as price, features and quality will make the consumer highly hedonistic. The better the characteristics possessed by products sold in e-commerce, the consumer's behavior to act hedonistically and make unplanned purchases will also increase. This is in line with the results of a previous study by Chiu et al. (2014), Abdallah and Jaleel (2015), Atulkar and Kesari (2018) and Rejikumar and Asokan-Ajitha (2020).

The results of the third hypothesis test show that motivational activities by retailers (MA) have a positive and significant influence on customer motivation hedonistic (CMH) ($\beta = 0.586$; $p < 0.001$), so H3 is accepted. The results of this third hypothesis test also indicate that the more promotional efforts the seller makes to encourage purchases, the greater the consumer's motivation to act hedonistically. The results of this study support the findings of previous researchers including [Babin et al. \(1994\)](#); [Chandon et al. \(2000\)](#); [Hultén and Vanyushyn \(2014\)](#); [Muratore \(2016\)](#); [Akram et al. \(2018\)](#); [Atulkar and Kesari \(2018\)](#) and [Rejikumar and Asokan-Ajitha \(2020\)](#). Similarly, the results of the fourth hypothesis test show that motivational activities by retailers also have a positive and significant effect on customer motivation utilitarian (CMU) ($\beta = 0.179$; $p < 0.001$), so H4 is accepted. The results of this fourth hypothesis test also illustrate that utilitarian consumers will be tempted to buy a product if the chosen product can be purchased at a lower price because they get promotions, discounts, gifts or coupons. Motivational activities can influence consumers to pay more attention to product specifications, features and benefits that they can get if they buy a product accompanied by various promotions from the seller. The results of this study are in line with previous studies conducted by [Park et al. \(2012\)](#); [Gohary and Hanzae \(2014\)](#), [Wu et al. \(2015\)](#), [Rezaei et al. \(2016\)](#), [CChen et al. \(2019\)](#), [Tariq et al. \(2019\)](#) and [Rejikumar and Asokan-Ajitha \(2020\)](#).

The fifth hypothesis results show a positive and significant effect, the same as the previous hypotheses, namely the impact of product attributes (PA) on customer motivation utilitarian (CMU) ($\beta = 0.130$; $p < 0.001$), so H5 is accepted. In essence, the results of the fifth hypothesis test show that the more complete the product features, the better the product quality and the more competitive the price of a product offered through e-commerce, the easier it is for consumers to evaluate and consider the utility of the product they want to buy. The possibility of impulsive shopping is even more remarkable along with the product attributes that are so supportive. These results are in line with previous studies that have been described by [Chiu et al. \(2014\)](#), [Abdallah and Jaleel \(2015\)](#), [Atulkar and Kesari \(2018\)](#) and [Rejikumar and Asokan-Ajitha \(2020\)](#). Next is the sixth hypothesis which shows that motivational activities by retailers (MA) have a positive and significant effect on customer motivation utilitarian (CMU) ($\beta = 0.558$; $p < 0.001$), so H6 is accepted. This result is interesting because it is usually the hedonistic type of consumer who will be most affected by the promotions carried out by the seller because advertisements will make consumers analyze the fair price and compare the benefits and costs they will receive if they buy the product. If the benefits received are still excellent, consumers can buy products they have not planned which is also significant. The results of this study were also supported by previous research conducted by [Babin et al. \(1994\)](#); [Chandon et al. \(2000\)](#), [Hultén and Vanyushyn \(2014\)](#), [Muratore \(2016\)](#), [Akram et al. \(2018\)](#), [Atulkar and Kesari \(2018\)](#) and [Rejikumar and Asokan-Ajitha \(2020\)](#).

The seventh to 12th hypotheses include the consumer mood variable as a moderating variable. Starting from the seventh hypothesis showing a significant number, H7 is accepted. This result simultaneously means that mood can affect the strength of the relationship between website personality and customer motivation hedonistic. When visiting a particular website to shop, the consumer's choice to act hedonistically is influenced by his feelings. A user-friendly website will encourage consumers to shop if the surface is positive or happy. However, if the consumer is in a negative mood, an attractive and quality website will make him more enthusiastic and improve his feelings (not worsen his mood). Similarly, when a consumer faces complete and good product attributes and motivational activities that benefit the consumer, his feelings or mood when going to shop also affect his level of hedonism, so H8 and H9 are also accepted. If consumers are in a positive mood, good product attributes and many promotions will further encourage consumers to have hedonistic motivation. Meanwhile, suppose the consumer is in a negative mood. In that case, the consumer will use satisfactory product attributes and promotional tools as a tool or solution that makes them feel better and ultimately shop.

Different results appear in the mood-moderating effect on utilitarian consumers. For these consumers, mood affects the strength of the relationship between product attributes (PA) and customer motivation utilitarian (CMU), so H11 is accepted. The consumer's feelings when he visits a particular website and finds satisfactory product attributes (complete product features, good quality products and competitive prices) will encourage consumers to give better consideration to buying the product they want. If consumers are in a positive mood, considering the product's benefits will improve until they finally decide to shop. If the consumer is in a negative mood, attractive product attributes will indirectly distract him from feeling inadequate and ultimately shopping. The results of several hypothesis tests that show the influence of mood are supported by several previous studies from [Dawson and Kim \(2009\)](#), [Chang et al. \(2014\)](#), [Wang and Tsai \(2017\)](#) and [Hashmi et al. \(2020\)](#). The

differentiating point is seen in the moderating effect of mood in the relationship between website personality and motivational activity by retailer (MA) and customer motivation utilitarian (CMU), so H10 and H12 do not show significant numbers and the hypotheses are rejected. This indicates that mood does not affect the relationship between the two e-commerce attributes for the utilitarian consumer type. The utilitarian kind of consumer is synonymous with careful consideration in purchasing so a good website and many promotions ultimately do not influence consumers to shop. Even if consumers are happy or sad, it will not affect their focus on the proper product attributes and benefits.

6. MANAGERIAL IMPLICATION, LIMITATION AND FUTURE RESEARCH DIRECTION

This study has 12 hypotheses consisting of 10 accepted assumptions and two rejected beliefs. The hypothesis shows a direct effect and it can be concluded that the three independent variables of e-commerce attributes (website personality, product attributes and motivational activity by retailers) affect consumer motivation to shop online impulsively (hedonistic or utilitarian motives). This means that as long as the website used for shopping is a user-friendly website, the product to be purchased has complete attributes in terms of features, quality and price and the seller offers attractive promotional tools, then the possibility for consumers to shop impulsively is more outstanding, both without in-depth consideration and evaluation of the product (hedonistic) or with specific reference and assessment of the product they want to buy (utilitarian). Meanwhile, if a theory relates to how customers feel or act when they shop, it may not be accepted (indirect effect). The website is of high quality and there are plenty of promotional tools available but for the utilitarian consumer type, the mood is irrelevant utilitarian consumers only focus on the quality, features and benefits they can receive. When a consumer is in a positive (happy) mood, the process of weighing and processing information about a product may take longer regardless of the quality of the website and the number of promotions given. Similarly, when a consumer is in a negative mood, he does not necessarily shop immediately to improve his feelings. This research can provide recommendations to e-commerce to always maintain website quality, provide products with complete features and make every effort to give promotions as a sales attraction so that the opportunity for consumers to shop (impulsively or not) remains prominent even if they are feeling happy or sad.

This study has three variables: e-commerce attributes, customer motivations and consumer mood. These three variables will influence online impulse buying behavior but these are not the only ones. Several previous studies have also analyzed that many factors can affect online impulse buying such as the research conducted by [Rezaei et al. \(2016\)](#), [Atulkar and Kesari \(2018\)](#), [Bahrainizad and Rajabi \(2018\)](#), [Febrilia and Warokka \(2021\)](#) and [Rejikumar and Asokan-Ajitha \(2020\)](#). Therefore, in subsequent studies, researchers can discuss online impulse buying and other significant factors that can have an impact in detail. Furthermore, this study only took a sample of students aged 18-30 years at Universitas Negeri Jakarta. In future studies, the scope of respondents can be expanded not only to students (Generation Z) but to other types of professions with an older age (up to 45 years), bearing in mind that there is a greater possibility of impulsive shopping for consumers who are already working and adults ([Bayu, 2022](#)).

FUNDING

This study received no specific financial support.

INSTITUTIONAL REVIEW BOARD STATEMENT

The Ethical Committee of the Universitas Negeri Jakarta, Indonesia has granted approval for this study on 9 January 2023 (Ref. No. B/85/UN39.5.FE/KP/2024).

TRANSPARENCY

The authors confirm that the manuscript is an honest, accurate, and transparent account of the study; that no vital features of the study have been omitted; and that any discrepancies from the study as planned have been explained. This study followed all ethical practices during writing.

COMPETING INTERESTS

The authors declare that they have no competing interests.

AUTHORS' CONTRIBUTIONS

All authors contributed equally to the conception and design of the study. All authors have read and agreed to the published version of the manuscript.

ARTICLE HISTORY

Received: 31 July 2023/ Revised: 25 September 2023/ Accepted: 4 January 2024/ Published: 1 February 2024

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Appendix A. Research questionnaire.

Variables and items	References
Website personality (WP)	
WP1. In my opinion, a quality shopping application is an application that is easy to use (User-friendly)	Rezaei et al. (2016)
WP2. Visually appealing apps can influence my desire to shop online	
WP3. I like shopping on apps that provide reliable information	
WP4. The appearance shopping application must look elegant, stylish, and classy	
WP5. A quality shopping app does not go out of style	
WP6. A good shopping app shows the reputation of the online store in question	
Product attributes (PA)	
PA1. Price is one of my considerations when shopping online	Atulkar and Kesari (2018)
PA2. I like to buy quality goods at low prices in online stores	
PA3. Product quality is my main consideration when shopping online	
PA4. Before deciding to buy goods online, I will check the completeness of the	

Variables and items	References
features first	
PA5. I am usually tempted to buy products online for cheap, even if they are of mediocre quality	
PA6. High quality and low prices prompted me to shop online, and suddenly	
Motivational activities by retailers (MA)	
MA1. When I see a discounted item in an online store, I will buy it immediately	
MA2. I often buy goods at online stores for other benefits (for example, gifts)	
MA3. Responsive salespeople make me even more excited to shop online	
MA4. I chose a certain online shop to shop because it gave a "Buy 1 Get 1 Free" promo	
MA5. I went back to shopping at the same online store to take advantage of the coupons I had earned on previous purchases	
MA6. I shop online because I get a discount when I reach a certain nominal purchase	
MA7. I often receive unexpected gifts after shopping at my chosen online store	
MA8. The online store where I shop provides free shipping facilities	
MA9. I get a "return" facility within a certain period at the online shop	
MA10. Lucky draws are always held by the online shop I choose to shop at	
MA11. I am willing to become a member at the online store because I will get lots of promos when I shop	
Customer motivations – hedonistic (CMH)	
CMH1. I feel happy when browsing the online store application	
CMH2. I feel enjoy when browsing the online store application	
CMH3. I feel excited when browsing the online store application	
CMH4. When browsing, I can forget all the problems that are befalling me and feel relaxed	
CMH5. Browsing the online store application is very enjoyable	
CMH6. Browsing the online store application helps me fill my free time	
Customer motivations – utilitarian (CMU)	
CMU1. Browsing the online store application helps me find the information I need about products	
CMU2. I get detailed information about product/brand categories when browsing the online shop application	
CMU3. Browsing the online store application helps me get products at the best price and quality	
CMU4. I can easily access products while browsing the online shop application	
CMU5. I did some browsing on the online store application to get as much value as possible	
CMU6. I did some browsing by comparing one online shop with another online shop	
Consumer mood (CM)	
CM1. My online shopping activity depends on how I feel at the time	
CM2. I shop online to feel better	
CM3. Online shopping is a way to reduce stress in everyday life	
CM4. My happiness increases when the intention to shop online is fulfilled	
CM5. When I'm feeling happy, shopping online becomes more enjoyable	

Dawson and Kim (2009) and Atulkar and Kesari (2018)

Chen et al. (2020) and Park et al. (2012)

Chen et al. (2020) and Park et al. (2012)

Bahrainizad and Rajabi (2018)