

# Utilitarian, hedonic, and self-esteem motives in online shopping

Self-esteem motives in online shopping

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231

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## Abstract

**Purpose** – The study aims to analyze the influence of hedonic, utilitarian, and self-esteem motivations on online shopping behavior. Likewise, the mediating role of impulsive shopping and shopping intentions is also analyzed.

**Design/methodology/approach** – The study was carried out with the results of a survey in which 450 respondents participated, and the data was analyzed by using structural equation modeling (SmartPLS 3.0 software).

**Findings** – All the hypothesized links were significant and positive except for the relationship of self-esteem motive with impulsive shopping tendency, which was negative as hypothesized. Moreover, hedonic motive had a strong positive impact on impulsive shopping tendency, whereas, in contrast, utilitarian motive had a strong positive impact on shopping intentions.

**Practical implications** – Managers should focus on functional value rather than emotional value to attract customers who tend to be utilitarian. In contrast, for customers who tend to be hedonic, the product offerings should be visually appealing, stimulating and inspiring, as well as have emotional value.

**Originality/value** – This study investigates the roles of self-esteem and hedonic motives in impulsive shopping behavior. Moreover, by using the theory of planned behavior, this study highlights the roles of hedonic and utilitarian motives in attitude toward engaging in online shopping.

**Keywords** Utilitarian motivation, Hedonic motivations, Shopping behavior, Online shopping intention, Self-esteem motivation

**Paper type** Research paper

## Motivos utilitarios, hedónicos y de autoestima en las compras en línea

### Resumen

**Propósito** – El estudio pretende analizar la influencia de las motivaciones hedónicas y utilitarias y la autoestima en el comportamiento de compra online. Asimismo, se analiza el papel mediador de la compra impulsiva y la intención de compra.

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**Metodología** – El estudio se realizó con los resultados de una encuesta en la que participaron 450 encuestados y los datos se analizaron mediante el modelo de ecuaciones estructurales (software Smart PLS 3.0).

**Resultados** – Todos los vínculos planteados como hipótesis fueron significativos y positivos, excepto la relación del motivo autoestima con la tendencia a la compra impulsiva, que fue negativa según la hipótesis. Además, el motivo hedónico tuvo un fuerte impacto positivo en la tendencia de compra impulsiva, mientras que, por el contrario, el motivo utilitario tuvo un fuerte impacto positivo en las intenciones de compra.

**Originalidad** – Este estudio investiga el papel de la autoestima y los motivos hedónicos en la conducta de compra impulsiva. Además, al emplear la teoría del comportamiento planificado, este estudio pone de relieve el papel de los motivos hedónicos y utilitarios en la actitud hacia la realización de compras en línea.

**Implicaciones** – Los directivos deberían centrarse en el valor funcional más que en el valor emocional para atraer a los clientes que tienden a ser utilitarios. En cambio, para los clientes que tienden a ser hedónicos, las ofertas de productos deben ser visualmente atractivas, estimulantes e inspiradoras, además de tener valor emocional.

**Palabras clave** – Comportamiento de compra, Motivaciones hedónicas, Motivación utilitaria, Motivación de autoestima, Intención de compra online

**Tipo de artículo** – Trabajo de investigación

功利动机、享乐动机、和自尊动机在网上购物中的作用

#### 摘要

**目的** – 本研究旨在分析享乐动机和功利动机以及自尊心对网上购物行为的影响。而且,本文也分析了冲动性购物和购物意向在其中的中介作用。

**方法** – 本研究采用了由450名受访者参与的调查结果,并使用结构方程模型(Smart PLS 3.0软件)对数据进行了分析。

**研究结果** – 除自尊动机与冲动性购物符合假设所提议的负相关倾向外,其他所有关系均为显著正相关。此外,享乐动机对冲动性购物倾向有较强的正向影响,而功利动机则对购物意向有较强的正向影响。

**原创性** – 本研究调查了自尊和享乐动机在冲动性购物行为中的作用。此外,通过采用计划行为理论,本研究强调了享乐和功利动机在对参与网上购物态度中的作用。

**意义** – 管理者应该关注功能价值而不是情感价值,以吸引那些倾向于功利主义的顾客。相反,对于倾向于享乐主义的顾客,产品应该具有视觉吸引力、刺激性和启发性,并具有情感价值。

**关键词** 购物行为 – 享乐动机,功利动机,自尊心动机,网上购物意向

**文章类型**: 研究型论文

## 1. Introduction

The market is a network of interactions and relationships that exchange information, goods, services and payments (Dhandra, 2020). Moreover, e-commerce consumers can easily compare prices and information about a product or service (Barta *et al.*, 2021a; Zheng *et al.*, 2019). According to Utami (2018), the phenomenon of impulse shopping, both online and offline, positively impacts marketers, retailers and stakeholders in terms of generated profit and therefore needs to be further explored to gain a deeper understanding of the context (Dhandra, 2020; Utami, 2018). Hedonic shopping motivation is based on psychological needs. Such needs often arise to meet social and aesthetic demands and are also called emotional motives (Emekci, 2019). In contrast, planned buying leads to regular shopping intention and is motivated by the need to use products or services.

Research suggests that self-esteem, which is characterized as a person's awareness and acknowledgment of his/her positive qualities and intrinsic strengths (Dhandra, 2020), appears to be a factor that influences impulsive buying. Besides, extensive research is available on impulsive buying (Iyer *et al.*, 2020). Among the studies that do exist, some

report no association between self-esteem and impulse shopping (Ahmad *et al.*, 2019), whereas others show a negative relationship between the two constructs (Verplanken and Sato, 2011). So, detailed investigations on the association between the self-esteem motive and impulsivity are needed (Dhandra, 2020). Due to these contradictory results, it is necessary to further investigate the factors that may affect this relationship.

Therefore, the current study aims to make a theoretical advance by investigating impulsive shopping tendency, shopping intention and online shopping by employing a single theoretical framework grounded in the theory of planned behavior (TPB) proposed by Ajzen (1985). The current study proposes a simplified model of online shopping that deliberately selects the self-esteem and the hedonic motive as the main motives that compel consumers to make purchase decisions because both of these motives contrast strongly with the third motive investigated, namely, the utilitarian motive. Thus, the model under investigation is expected to provide key insights into online shopping and answer the following specific questions:

- Q1. Do utilitarian, hedonic and self-esteem motives significantly predict online shopping?
- Q2. Does impulsive shopping tendency mediate the effects of hedonic and self-esteem motives on online shopping?
- Q3. Does shopping intention mediate the impact of utilitarian motive on online shopping?

Additionally, the key marketing insight that online shopping tendencies influence online shopping behavior more than impulsive shopping tendencies will help online marketers pay more attention to shopping intention. Besides, the current study will help marketers to understand the differential responses to different products providing experiential (hedonic) and functional (utilitarian) values. Besides, considering the significance of consumers' varying shopping tendencies, marketers should create marketing cues such as promotional and attractive e-commerce websites by providing only useful and valuable information to encourage potential impulsive buyer customers through visual encounters. Finally, the current study findings will open avenues for future research to explore more factors to facilitate practitioners/marketers anticipate the needs and want of the consumers applying digital technologies and position their products accordingly.

## 2. Literature review

### 2.1 Theoretical background

The current study uses the TPB to explain the role of impulsive online shopping behavior due to hedonic, utilitarian motives and consumers' self-esteem. The TPB is based on three key aspects of human behavior: attitude, subjective norms and perceived behavioral control (Talebi *et al.*, 2020). Also, perceived behavioral control is explained through the mediating role of shopping intention and impulsive buying. In addition, subjective norms are related to the belief of an individual that his/her behavior will be supported by certain other individuals or groups in society (Mobil *et al.*, 2019). In the current study, the existing TPB is extended by proposing that self-esteem supports online shopping and thus can help individuals co-relate with others exhibiting similar behavior in today's digital age to arouse a sense of accomplishment.

### *2.2 Utilitarian, hedonic and self-esteem motives and online shopping*

Online shopping results from customers browsing e-commerce websites to search for, select and buy goods and services to satisfy their needs and wants (Awais *et al.*, 2022; Casaló *et al.*, 2011; Junaidi and Mira Lam, 2020). However, the stimuli and experiences of customers during the buying process online are somewhat different (Zafar *et al.*, 2020). E-commerce has drastically changed the traditional buyer–seller relationship and the shopping process for many consumers (Flavián-Blanco *et al.*, 2011; Lo *et al.*, 2016; Widyawati and Ariyanti, 2017). Today, in the digital era, consumers can browse and compare endless product catalogs, create wish lists and enjoy powerful features such as search and personalization and social networks (Barta *et al.*, 2021b). In the context of online shopping, the utilitarian motive is related to the purchase of an object for its functional value, whereas the hedonic motive concerns the emotional experiences of the online shopping process itself (Fernandes *et al.*, 2020). In the case of utilitarian browsing, consumers seek to acquire products by using heuristics and through goal-oriented behavior, as well as by considering risk reduction strategies and achieving information search goals (Hamid *et al.*, 2019). When consumers act for utilitarian motives, they tend to try to find the right product without spending a lot of time in the process of searching and evaluating alternatives. The convenience and speed of access to information in the online world, together with a large amount of information available at one click, will encourage consumers to engage in online shopping. Moreover, it can be stated that when using online platforms, consumers tend to buy a particular chosen commodity on time and with ease to avoid feelings of frustration and discomfort (Fernandes *et al.*, 2020). In contrast, the hedonic motive illustrates the buying process about pleasure, luxury and solace and is intrinsically based upon self-interested needs, curiosity, entertainment, self-expression, etc. (Park *et al.*, 2012). Consumers may also be willing to buy online for hedonic reasons. The development of the Web environment, together with the continued use by users, has led to pleasurable experiences during online browsing and even enjoyment during the shopping process (Barta *et al.*, 2021a). In fact, during the pandemic, consumers reported making online purchases because of the instant mood improvement they provided. Therefore, the current study posits that utilitarian and hedonic motives are bound to lead consumers toward shopping behavior as long as these motives serve the consumers' purpose. Thus, the following hypotheses are formulated:

*H1a.* Utilitarian motive positively impacts online shopping.

*H1b.* Hedonic motive positively impacts online shopping.

The term self-esteem motive in the context of consumers refers to how consumers feel about themselves in relation to buying a particular product or availing themselves of service because consumers tend to purchase a worthy product for themselves to make themselves feel privileged (Mobil *et al.*, 2019). Moreover, Dhandra (2020) has suggested that individuals who have high self-esteem perform actions to further confirm their self-respect, values and standards. The TPB also supposes that a consumer will behave in a certain way to achieve the desired consequences. Therefore, in the current study, the self-esteem motive is expected to lead the consumer to perform online shopping behavior. Hence, the following hypothesis is proposed:

*H1c.* Self-esteem motive positively impacts online shopping.

### *2.3 Hedonic and self-esteem motives and impulsive shopping tendency*

Scholars state that impulsive buying is the cause of the emotional and psychological effects that drive consumers to purchase spontaneously to fulfill their needs (Zheng *et al.*, 2019).

Moreover, in marketing, impulsive buying can have the meaning of an unplanned, convincing, complicated and enjoyable shopping behavior (Hasanpoor *et al.*, 2019). Further, a study conducted in an online shopping context by Shahpasandi *et al.* (2020) showed that flow experience and hedonic browsing significantly influence customers' impulsive buying. Simultaneously, (Barta *et al.*, 2021b) asserted the significance of hedonic motive in enhancing the impulsive shopping tendency of the online shoppers based on the ease and comfort provided by the digital media channels. Therefore, the following is hypothesized:

*H2a.* Hedonic motive positively impacts impulsive shopping tendency.

Dhandra (2020) found a negative relationship between impulsive buying and self-esteem. Amos *et al.* (2014) stated that the higher the level of self-esteem, the lower the level of impulsive purchase intention. Moreover, customers who have a higher level of self-esteem tend to have a high level of self-confidence about their decision and personality. Simultaneously, research shows that less confident individuals mostly go for impulse buying (Ahmad *et al.*, 2019). Likewise, Phan *et al.* (2020) demonstrated that impulse shopping is a compensatory action to prevent negative or insecure feelings. Hence, it can be stated that consumers with higher self-esteem will not opt for impulsive buying. Based on the above findings, it seems that self-esteem and impulsive buying are correlated, but in the opposite direction. Therefore, it is postulated as follows:

*H2b.* Self-esteem motive negatively impacts impulsive shopping tendency.

#### *2.4 Utilitarian motive, shopping intention and online shopping behavior*

Utilitarian shopping value significantly impacts consumers' online shopping (Fernandes *et al.*, 2020). This indicates the significance of the utilitarian aspect in the online shopping experience, which tends to increase the chance of the consumer shifting from having a shopping intention to an actual purchase. Moreover, Harahap and Amanah (2020) assert that utilitarian value, along with trust, has more impact on online shopping than other factors. Also, Shahpasandi *et al.* (2020) suggest that consumers are more likely to fulfill their motives in the online shopping experience, which further influences their attitude toward shopping behavior. Therefore, according to the available literature and the TPB, if a customer likes something, he/she will feel the urge to fulfill that motive and will not only keep the intention but will actually perform the shopping behavior as well. Hence, it is hypothesized as follows:

*H3.* Utilitarian motive positively impacts shopping intention.

*H4.* Shopping intention positively impacts online shopping.

#### *2.5 Impulsive shopping tendency, shopping intention and online shopping behavior*

Impulsive shopping tendency refers to a consumer characteristic that leads him/her to undertake the spontaneous, immediate and unreflective purchase of a particular product, and this characteristic is inhibited by the consumer's personality (Verplanken and Sato, 2011). On the other hand, shopping intention represents the consumer conscientiously choosing to spend money on brands that possess the values and ethos and represent the causes aligned with his/her own (Otero-López *et al.*, 2021). Chan *et al.* (2017) suggest that consumers develop the urge and motivation before performing impulsive buying. Then, when some product in an online platform satisfies their desire, they display the purchase

behavior (Jamali and Baloch, 2019). Likewise, Phan *et al.* (2020) state that when a consumer browses an online platform, the desire to buy, i.e. impulsive shopping tendency, spontaneously emerges, and thus this engages the consumer in browsing; the more the consumer browses, the more he/she is likely to end up buying a product. Therefore, based on the above literature, it is hypothesized as follows:

- H5. Impulsive shopping tendency positively impacts shopping intention.  
H6. Impulsive shopping tendency positively impacts online shopping.

### *2.6 Mediating role of impulsive shopping tendency*

Recently, scholars have focused on testing the impacts of hedonic and utilitarian motives on consumer behavior in different contexts (Arul Rajan, 2020) because consumer behavior is the key indicator for understanding purchase decisions (Suher and Hoyer, 2020). In the current study, it is postulated that the hedonic motive triggers the buying process, which determines the consumer's attitude, i.e. impulsive shopping tendency, toward his/her purchase, which ultimately leads the consumer to perform the purchase behavior in the online marketplace. By examining the mediating role of shopping intention and impulsive shopping tendency, it is expected to provide an underlying motivational mechanism to explain how the three motives (utilitarian, hedonic, self-esteem) influence buying. In addition, by determining whether there is a significant relationship between the mediating and independent variables, the magnitude of the indirect effect can be compared to the direct effect of the independent variables as predictors of online shopping. Consequently, the current study considers impulsive shopping tendency as the underlying mechanism between the consumer's hedonic motive that leads him/her into actual online shopping. Hence, the following hypothesis is proposed:

- H7a. Impulsive shopping tendency mediates the relationship between hedonic motive and online shopping.

Research indicates that the need for exceptionality and other basic factors such as price and past orientation induce consumers into impulsive buying (Chinomona, 2019). Further, Zafar *et al.* (2020) state that the cognitive aspect of the consumer plays an integral part in impulsive shopping tendencies. An extensive study of the literature revealed that although studies explain the direct association of self-esteem motive with shopping behavior (Dhandra, 2020; Mobil *et al.*, 2019). It is expected that impulsive shopping tendency will be the intermediary link between the consumers' self-esteem and online shopping. Therefore, the following hypothesis is formulated:

- H7b. Impulsive shopping tendency mediates the relationship between self-esteem motive and online shopping.

### *2.7 Mediating role of shopping intention*

The buying process starts with the initiation of the consumer's search for a product, which further steers the consumer toward the intent to purchase and finally to perform shopping behavior (Casaló *et al.*, 2008; Fernandes *et al.*, 2020). The literature directly correlates utilitarian motives with shopping behavior (Shahpasandi *et al.*, 2020). However, previously the underlying mechanism of shopping intention in between the association of utilitarian motive with online shopping has not been explored. According to TPB, consumers first



build motives that make them react in a certain way; in this case, when consumers find a product congruent with their utilitarian factor, they intend to buy it, and to further meet the needs of utilitarianism, they purchase the item and thus complete the buying process. Hence, shopping intention is posited to be the underlying mechanism through which the utilitarian motive influences consumer shopping behavior. Thus, the following hypothesis is proposed:

*H8.* Shopping intention mediates the relationship between utilitarian motive and online shopping.

Figure 1 shows hypothesized links of the study.

### 3. Research methodology

#### 3.1 Study design and participants

A 35-item survey was conducted to collect data from students and staff from different universities in Indonesia. Participants were selected based on their English fluency and recent online shopping experience. Previous research indicates that students and the younger generation, especially females, mostly show impulsive shopping behavior due to their need to interact with others, follow trends and fashions and keep up with the times (Badgaiyan and Verma, 2015). The respondents were educated, easily understood, responded to survey items and exhibited online shopping behavior due to frequent smartphone usage and social media apps. Anonymity was ensured to obtain the respondents' voluntary participation. Initially, 650 active online shoppers were selected to complete the survey. Almost 50 responses were found incomplete, while 125 surveys were not returned in time by respondents. A total of 25 more responses were removed after the initial screening due to inappropriate and incomplete responses. The authors were finally left with data of 450 complete responses with a 69% final response rate.

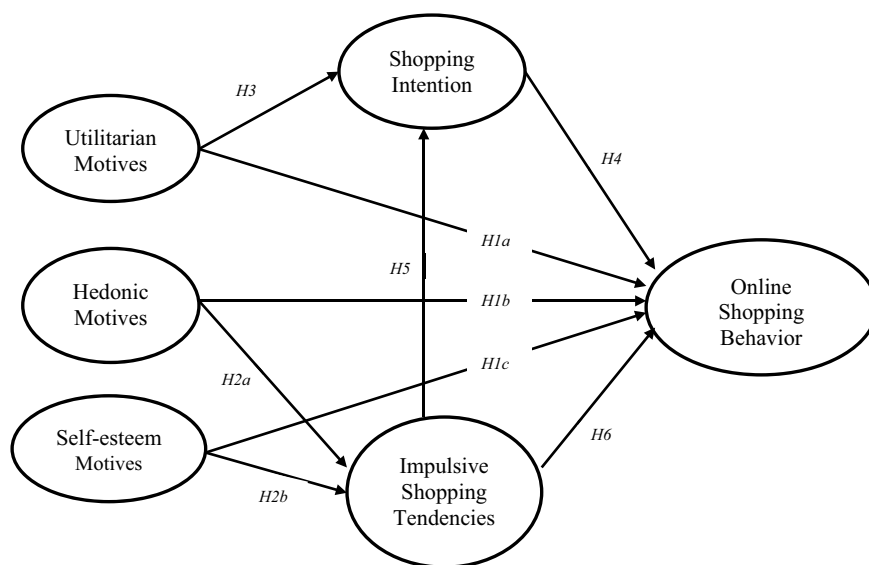


Figure 1. Hypothesized links

### 3.2 Measures

The scales used in the present study were adapted from previous literature, and the validity and reliability of the new scales were tested. The utilitarian and hedonic motives were measured by adapting the scales from [Park et al. \(2012\)](#). Similarly, the self-esteem scale was measured with the scale of [Rosenberg \(1965\)](#), impulsive buying tendencies with that from [Rook and Fisher \(1995\)](#), intentional buying with [Venkatesh et al. \(2012\)](#) and shopping behavior with the scale from [Howard and Sheth \(1995\)](#). As the interviewees had a good knowledge of English and to avoid translation and back translation issues, the language of the survey was kept. All the items were measured on a five-point Likert scale ranging from 1 = Strongly Disagree to 5 = Strongly Agree.

### 3.3 Characteristics of the respondents

Demographic analysis revealed that 53% of the respondents were female and 47% were male. In terms of age, 35% were below the age of 25 years, while 41% were between 26 and 30; 14% were between 31 and 40 and 10% were above 40 years of age. While 79.7% of the respondents were students and 20.3% were faculty members and staff. Approximately 42.4% of the respondents had been using online shopping platforms for the past 3 years, 33.2% for the past 5 years, and the remaining 24.4% for more than 5 years. Moreover, the current study sample is truly representative of the target population as it depicts similar characteristics as reported by previous studies conducted in developing nations' context ([Cruz-Cárdenas et al., 2021](#); [Sumarliah et al., 2021](#)).

## 4. Data analysis and results

Data skewness and kurtosis were assessed for normality and bias ([Ali et al., 2018](#); [Noor et al., 2021](#)). The values of skewness ranged from  $-0.175$  to  $0.231$ , and the kurtosis values ranged from  $1.129$  to  $2.110$ . These results show a normal distribution around the mean value. Common method bias arises if any of the variables account for a very high covariance among all the variables ([Agag, 2019](#)). A principal component factor analysis was performed. The results of the analysis revealed that the largest factor was responsible for 36.2% of the variance, and the smallest factor accounted for 21.3% of the variance. As no factor accounted for above 50% of the variance, common method bias was not considered to be a serious problem in the data set.

### 4.1 Measurement model assessment

To investigate the psychometric properties of the measures, confirmatory factor analysis was conducted using SmartPLS 3. Cronbach's  $\alpha$  and composite reliability (CR) values were calculated to assess the reliability of the measures. Additionally, the convergent validity and discriminant validity of the model was evaluated. As shown in [Table 1](#), the factor loadings of all the items of variables were  $> 0.60$ ; and the average variance extracted (AVE) of the latent variables was above 0.50 for all the study constructs; hence, the presence of convergent validity was confirmed ([Mansoor and Wijaksana, 2021](#)).

As for discriminant validity, [Henseler et al. \(2015\)](#) suggest that the heterotrait–monotrait (HTMT) ratio is a more accurate measurements when using SmartPLS 3. In this regard, the value of the HTMT ratio should be less than 0.85 ([Kline, 2015](#); [Mansoor and Paul, 2022](#)). [Table 2](#) shows that all the values for the HTMT ratio were lower than 0.85 for all constructs/variables.



Items	Loadings
<i>Impulsive shopping tendencies</i> ( $\alpha = 0.809$ ; CR = 0.888; AVE = 0.501)	
It is a struggle to leave nice things I see in the online shop	0.661
I sometimes cannot suppress the feeling of wanting to buy something	0.728
I sometimes feel guilty after having bought something	0.669
I can become very excited if I see something I would like to buy	0.678
I always see something nice whenever I visit several online shopping portals	0.605
I find it difficult to miss discount items	0.736
If I see something new, I want to buy it	0.746
I am a bit reckless in buying things	0.604
I sometimes buy things because I like buying things, rather than because I need them	0.661
If I buy something, I usually do that spontaneously	0.816
I buy think according to how I feel at the moment	0.776
I carefully plan most of my purchase	0.767
I often buy things without consulting to other people	0.753
<i>Self-esteem</i> ( $\alpha: 0.823$ ; CR: 0.849, AVE: 0.529)	
At times I think I am very good in many things	0.758
I feel I have much to be proud of	0.779
I certainly feel useless at times	0.686
I wish I could have more respect for myself	0.692
All in all, I am inclined to think that I am a failure	0.717
<i>Hedonic motive</i> ( $\alpha: 0.882$ ; CR: 0.900, AVE: 0.643)	
While web browsing, I am able to forget my problems	0.773
During web browsing, I am very excited, like playing	0.738
While web browsing, I feel relaxed	0.819
I enjoy web browsing enough to forget a time out	0.820
I look around at items on the internet just for fun	0.855
<i>Utilitarian motive</i> ( $\alpha: 0.781$ ; CR: 0.845, AVE: 0.522)	
I browse to buy better items in price or quality	0.758
I browse for efficient shopping online	0.626
I browse the shopping web sites to gather information about products	0.782
I look around the shopping web sites to comparison shop	0.719
I browse the shopping web sites in order to get additional value as much as possible	0.718
<i>Shopping intention</i> ( $\alpha: 0.801$ ; CR: 0.869, AVE: 0.690)	
I intend to continue shopping online in the future	0.773
I will always try to do online shopping in my daily life	0.853
I plan to continue shopping online frequently.	0.862
<i>Online shopping behavior</i> ( $\alpha: 0.771$ , CR: 0.804, AVE: 0.506)	
I often buy the product online	0.698
I buy the product online on a daily basis	0.701
When I need a product, I buy it online	0.732
I buy the product online almost every day	0.715

**Notes:**  $\alpha$  = Cronbach's alpha; CR = Composite reliability; AVE = Average variance extracted

**Table 1.**  
Variables, items,  
source of items,  
measurement result

#### 4.2 Structural model: hypothesis testing

The bootstrapping technique was employed to assess the structural paths. To test the hypotheses, 5,000 sub-samples were used. The hypothesized paths are shown in [Figure 1](#). The hypothesized results were confirmed through the  $\beta$ -coefficient,  $t$ -values and  $p$ -value. Additionally, model fit indices were assessed. The standardized root mean square residual value was 0.053, which was less than the threshold prescribed in the literature, i.e. 0.08 ([Henseler et al., 2015](#)). Also, the Normed Fit Index values were above 0.90, indicating a good

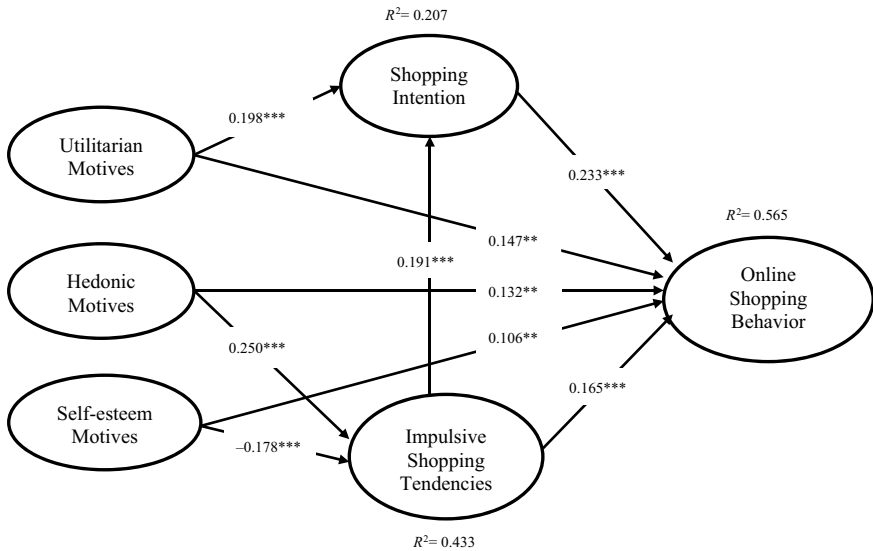
model fit (Mansoor, 2021). Overall model fitness or change in the model was measured by the coefficient of determination ( $R^2$ ). The results for  $R^2$  showed that there was a 56.6% change in the online shopping behavior of the respondents due to all direct mediating variables, whereas the  $R^2$  for impulsive shopping tendency was 48.3%, and for shopping intention it was 20.7% (Figure 2). These results show a good fit for the model.

4.2.1 *Direct hypotheses.* The results of hypothesis testing showed that the utilitarian motive ( $\beta = 0.147, p < 0.001$ ), hedonic motive ( $\beta = 0.132, p < 0.001$ ) and self-esteem motive ( $\beta = 0.106, p < 0.001$ ) positively and significantly impact the online shopping behavior. Likewise, the results also revealed that hedonic motive positively impacts impulsive shopping tendency ( $\beta = 0.250, p < 0.001$ ), whereas self-esteem motive negatively impacts impulsive shopping tendency ( $\beta = -0.178, p < 0.001$ ). Also, the utilitarian motive positively impacts shopping intention ( $\beta = 0.198, p < 0.001$ ). Likewise, shopping intention positively impacts online shopping behavior ( $\beta = 0.233, p < 0.001$ ).

Constructs	1	2	3	4	5	6
UM (1)	<i>0.722</i>					
HM (2)	0.402	<i>0.801</i>				
SEM (3)	0.411	0.496	<i>0.727</i>			
SI (4)	0.323	0.461	0.376	<i>0.701</i>		
IS (5)	0.491	0.450	0.438	0.352	<i>0.83</i>	
OSB (6)	0.389	0.359	0.431	0.513	0.398	<i>0.711</i>

**Table 2.**  
Discriminant validity  
(HTMT ratio)

**Notes:** The diagonal elements (in italic) are the square roots of the AVEs. **Where:** UM=Utilitarian Motives; HM = Hedonic Motive; SEM = Self Esteem Motive; IBT = Impulsive Shopping Tendencies; IB = Shopping Intention; OSB = Online Shopping Behavior



**Figure 2.**  
Path coefficients

**Notes:** \*\*\* $p < 0.001$ ; \*\* $p < 0.01$

impacts online shopping behavior ( $\beta = 0.233, p < 0.001$ ), whereas impulsive shopping tendency positively and significantly impacts shopping intention ( $\beta = 0.191, p < 0.001$ ) and online shopping behavior ( $\beta = 0.165, p < 0.001$ ). Therefore, *H1a, H1b, H1c, H2a, H2b, H3, H4, H5* and *H6* were supported. The structural model (Figure 2) represents the significance level of all the hypothesized paths based on coefficients.

*4.2.2 Mediation hypotheses.* The mediation hypotheses (*H7a, H7b* and *H8*) were also supported. An indirect and positive impact of hedonic motive ( $\beta = 0.137, p < 0.001$ ) and self-esteem motive ( $\beta = 0.159, p < 0.001$ ) with online shopping behavior was found in the presence of impulsive shopping tendency as a mediator. Also, an indirect and positive impact of utilitarian motive was found with online shopping behavior ( $\beta = 0.201, p < 0.001$ ) in the presence of shopping intention as a mediator. The results also showed the non-zero value for the lower- and upper-level confidence interval, which supported the significance level of the findings.

## 5. Discussion and implications

In the current study, three different motives, i.e. utilitarian, hedonic and self-esteem, were investigated to determine their role as predictors of online shopping behavior through the mediation of impulsive buying and shopping intention. The results indicate that online shopping behavior was influenced more by shopping intention than by impulsive shopping tendencies. This key marketing insight will help online marketers pay more attention to shopping intention rather than impulsive shopping tendencies when developing their marketing strategies. Moreover, shopping intention was influenced by utilitarian motives. Hence, to increase shopping intention, marketers should focus on indicators that can increase the online utilitarian motive (Hamid *et al.*, 2019). Further, the current study's finding is in line with Fernandes *et al.* (2020) who state that the informative content of online advertising significantly affects utilitarian consumption. It has also been reported that product variations (color, price, design) drive more Web browsing among utilitarian who tend to collect information and compare products when shopping online (Picot-Coupey *et al.*, 2021). Hence marketers should be aware that consumers could respond differently to products that provide experiential (hedonic) and functional (utilitarian) values (Jamali and Baloch, 2019; Karim *et al.*, 2021; Lin *et al.*, 2018).

The results also revealed that shopping intention was affected by impulsive shopping tendency, which was influenced by hedonic motivation. This finding is in line with Mamuaya and Aditya (2018), who found that impulsive buying is predicted by hedonic shopping motivation. Mamuaya and Aditya (2018) also revealed that when marketers want to increase shopping behavior, they have to leverage the indicators that increase online hedonic motivation. These indicators include, for instance, experiential consumption, fun and pleasure (Japutra and Song, 2020), excitement (Hamid *et al.*, 2019), entertainment and relaxation (Park *et al.*, 2012). Chinomona (2019) also asserts that such indicators are needed to stimulate consumers who possess hedonic motivation. Therefore, marketers should create marketing cues such as promotional and attractive e-commerce websites to encourage potential impulsive buyer customers through the utilization of visual encounters.

However, in contrast to hedonic and utilitarian motives, the study found that the self-esteem motive influenced impulsive shopping tendency negatively. These results are in line with Phan *et al.* (2020), who states that the role of impulse shopping is a compensatory action to prevent negative or insecure feelings. The findings are also in line with Ahmad *et al.* (2019), who demonstrate that customers who have higher levels of self-

esteem tend to have lower levels of impulse purchase intention. Therefore, online shopping stores should focus on the communication of their products' functional value (Kang and Ogawa, 2017; Li *et al.*, 2020). Recent research related to impulsive shopping tendencies also confirms that perceived value and social collaboration directly impact consumer engagement (Busalim and Ghabban, 2021). Moreover, sponsoring partnerships with fashion influencers in social media could also be a way to make products visible and thus stimulate the interest of impulse buyers. Recent research has also confirmed that consumers also look for psychological and social advantages in purchasing products (Avci and Yildiz, 2021).

Thus, an important factor that was found to influence online shopping behavior was the self-esteem motive. Therefore, marketers should devise novel strategies to understand customers' self-esteem levels and advertise accordingly to increase customers' shopping behavior. Further, the findings are in line with recent research that adventure, authority and status have significant effects on hedonic motivation (Kumar and Yadav, 2021). Study findings encourage designing advertisements that incorporate psychological motivators to influence self-esteem, utilitarian and hedonic motives to significantly impact consumers' online shopping behaviors. In addition, the importance of utilitarian motives requires marketers to provide only the most useful and valuable information to the consumer to ensure that the product choice phase is as quick as possible, without affecting other aspects such as confidence or comfort with the decision taken.

Besides its various market implications, the current study also makes some theoretical contributions. Hedonic motive can be created by using images, videos and other effects that attract customers to buy new products from various brands. Self-esteem is critical to engaging in this impulsive shopping behavior. It gives a person a subjective feeling of worth and pride by buying the latest fashion items and popularity among social groups. Also, by using the TPB, the current study highlights the role of hedonic and utilitarian motives that form the basis of a positive attitude toward engaging in online shopping behavior, which has rarely been explored in previous studies. The findings will further open avenues for future research to explore more factors that can help marketers/practitioners position their products according to the needs and wants of consumers using digital technologies. A summary of the results and implications is given in Table 3.

## 6. Limitations and future research directions

In this study, the data were collected at one point in time. Therefore, time-lagged studies could be conducted in the future to check the consistency and better causality of the consumers' behaviors. This research only focused on online consumers, so in the future, a cross-comparison study could be conducted among traditional buyers and online buyers to explore the differences in their buying patterns. On the one hand, the sample selection is strong because it consists of online consumers, but it may also have a limitation from an income point of view. Therefore, future research studies may wish to conduct a comparative investigation of the university and corporate or business samples to identify any potential differences. In addition, for the current study, data has been collected from Indonesia, a developing nation. In contrast, it is suggested to replicate the current study with a larger and more geographically diverse sample. Finally, the undertaking of a cross-cultural study is recommended to identify how consumers from different cultures differ in their online shopping motives, tendencies and shopping behaviors.

**Table 3.**  
Hypothesis path results, conclusions and implications

Hypothesis (result)	Theoretical and managerial implications
<i>H1a</i> . Utilitarian motive → Online shopping behavior (supported)	Utilitarian motive, hedonic motive and self-esteem motive predicts the online shopping behavior of consumers
<i>H1b</i> . Hedonic motive → Online shopping behavior	
<i>H1c</i> . Self-esteem motive → Online Shopping Behavior (supported)	
<i>H2a</i> . Hedonic motive → Impulsive shopping tendency (supported)	To increase impulsive shopping tendency, online fashion shops need to be visually appealing, stimulate the senses, present the newest products first etc
<i>H2b</i> Self-esteem motive → Impulsive shopping tendency (supported)	Consumers shop online if they feel insecure. In other words, to make themselves feel better, they tend to make an online purchase
<i>H3</i> Utilitarian motive → Shopping intention (supported)	To increase shopping intention, marketers must pay attention to indicators that can increase utilitarian motives
<i>H4</i> Shopping intention → Online shopping behavior (supported)	Marketers should pay more attention to shopping intention than to impulse shopping tendency
<i>H5</i> Impulsive shopping tendency → Shopping intention (supported)	When marketers want to increase shopping behavior, they should pay attention to impulsive shopping tendency which is influenced by hedonic motive
<i>H6</i> Impulsive shopping tendency → Online shopping behavior (supported)	Marketers should pay more attention to hedonic motives to stimulate consumers to increase their impulsive shopping tendencies
<i>H7a</i> Hedonic motive → Impulsive shopping tendency → Online shopping behavior (supported)	Marketers should pay attention to the indicators that increase online hedonic motivation. Moreover, self-esteem is critical for consumers to engage in this impulsive shopping behavior
<i>H7b</i> Self-esteem motive → Impulsive shopping tendency → Online shopping behavior (supported)	
<i>H8</i> Utilitarian motive → Shopping intention → Online shopping behavior (supported)	Marketers should pay attention to indicators that can increase online utilitarian motive to thereby increase shopping intention

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