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DO YOU FEEL BETTER WHEN BUYING MORE? THE MODERATING EFFECT OF CONSUMER MOOD ON THE URGE TO BUY IMPULSIVELY[6]

In the contemporary landscape, impulsive consumer shopping behaviour has become increasingly prevalent. Numerous researchers have conducted various studies successfully elucidating the factors influencing the occurrence of this impulsive behaviour. This study investigates the direct impact of customer motivations (hedonistic/utilitarian) on consumers' propensity to engage in impulsive shopping. Additionally, this study incorporates mood as a moderating variable that is hypothesized to influence the strength of the relationship between motivation and consumer impulsive desires. Utilizing AMOS 24, the study analyzed data gathered from 410 students at Universitas Negeri Jakarta in Indonesia. The findings revealed significant positive direct effects, stating that consumer motivation (hedonistic/utilitarian) influences the urge for impulsive shopping. However, mood failed to act as a moderator. In other words, the emotional states of joy or sadness among students (irrespective of hedonistic/utilitarian inclinations) did not significantly influence the urge to buy products impulsively.
Keywords: mood; customer motivations; hedonistic; utilitarian; urge to buy impulsively; students; Universitas Negeri Jakarta; Indonesia
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1. Introduction

In contemporary times, impulsive consumer shopping behaviour has become increasingly prevalent. Extensive research has successfully identified the factors influencing this impulsive behaviour. Impulsive shopping, characterized by spontaneous purchases from

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online platforms, is a widespread phenomenon observed across various demographics, including Indonesia (Rizaty, 2022). According to data from the Global Web Index (GWI) in 2022, individuals across generations, spanning from baby boomers to Gen Z, engage in online impulsive shopping enticed by enticing promotional offers from sellers (DataIndonesia.id, 2022). In essence, consumers' motivation to shop tends to be hedonistic rather than driven solely by product utility or benefits (utilitarian).

In general, consumer motivation in shopping is delineated by two primary factors: emotional (hedonistic) and rational (utilitarian) considerations (Rejikumar and Ajitha, 2021). Hedonistic consumers typically exhibit lower levels of rationality, prioritizing enjoyment in the shopping process, which consequently heightens the likelihood of impulsive buying. In contrast, utilitarian consumers are characterized by a rational approach, investing considerable time in product evaluation to ensure alignment with their anticipated value (Dawson et al., 1990; Beatty, Ferrell, 1998; Baumgartner, 2002; Novak et al., 2003; Ramanathan and Menon, 2006; Verhagen and van Dolen, 2011). Mood, akin to consumer motivation, is regarded as a significant factor influencing impulsive purchases (Dawson, Kim, 2009; Verhagen, van Dolen, 2011; Furnham, Milner, 2013; Chang et al., 2014; Sohn, Lee, 2016; Wang, Tsai, 2017; Hashmi et al., 2020).

Based on a synthesis of prior research, it can be concluded that hedonistic consumers tend to exhibit higher levels of impulsivity compared to utilitarian consumers (Dawson et al., 1990; Baumgartner, 2002; Beatty, Ferrell, 1998; Wood, 2005; Ramanathan, Menon, 2006; Parsad et al., 2021; Verhagen, van Dolen, 2011). Additionally, individuals experiencing positive moods during shopping are more prone to impulsivity than those in negative moods (Mano, Oliver, 1993; Babin, Attaway, 2000; Verhagen, van Dolen, 2011; Pornpitakpan et al., 2016; Sohn, Lee, 2016; Liu et al., 2019).

Furthermore, a comprehensive understanding emerges regarding the interplay among consumer motivation in shopping, mood states during shopping, and the propensity for impulsive shopping: 1) Mood significantly influences shopping behaviours, irrespective of whether consumers are driven by hedonistic or utilitarian motives (Verhagen, van Dolen, 2011; Sohn, Lee, 2016); 2) Positive mood states tend to coincide with rational consumer decision-making, thus external stimuli that facilitate the shopping process may amplify the likelihood of impulse buying (Rook, 1987).

When a consumer experiences a positive mood: a) Utilitarian consumers demonstrate a willingness to engage in prolonged shopping endeavours, meticulously evaluating product attributes before making a purchase decision (Verhagen, van Dolen, 2011); b) Hedonistic consumers derive enjoyment, happiness and pleasure from the shopping process, leading to an increased likelihood of extravagant spending (Bloch et al., 1989; Babin, Attaway, 2000). In the event of a negative mood: a) Utilitarian consumers may exhibit diminished reasoning abilities and inadequate consideration compared to their positive mood counterparts, resulting in lower levels of impulsivity (Verhagen, van Dolen, 2011); b) Hedonistic consumers might opt against shopping altogether due to a perceived reduction in the value of shopping experiences associated with negative moods. If they do decide to shop, it may solely serve to alleviate their negative emotions without exacerbating them further (Mano, Oliver,

1993; Babin, Attaway, 2000; Verhagen, van Dolen, 2011; Pornpitakpan et al., 2016; Sohn, Lee, 2016; Liu et al., 2019).

Hence, this study aims to investigate the relationship between consumer motivation and impulsive shopping tendencies, while also scrutinizing the influence of consumer moods during shopping. This phenomenon holds significant intrigue as consumers' emotions, whether characterized by joy or sadness, exert substantial influence on their considerations, choices, and decisions during impulse shopping episodes. However, a notable gap persists in recent research, as evidenced by findings indicating an insignificant effect of consumer mood on the occurrence of online impulse buying (Sohn, Lee, 2016; Pandey, 2016; Pornpitakpan et al., 2016). Furthermore, this study involves students at Universitas Negeri Jakarta, Indonesia, who frequently engage in impulsive purchasing on various popular online platforms. While this research has addressed the influence of consumer motivation (hedonistic/utilitarian) and mood factors on the urge for impulsive shopping, there are certain limitations regarding numerous other factors that have been identified to influence the urge and impulsive purchasing behaviour. These aspects are expected to be explored in various subsequent studies.

2. Literature Review

2.1. Urge to Buy Impulsively

Impulse buying is characterized by consumers engaging in spontaneous, sudden, and hedonic purchases, often without adequate consideration or information about the product (Bahrainizad, Rajabi, 2018). This behaviour is typically accompanied by feelings of pleasure and a strong desire to possess the product (Chang, Yan, Eckman, 2014). Research has extensively documented the occurrence of impulse buying in both offline and online retail environments. Hence, when discussing the urge to buy impulsively, it can be described as an individual's desire ultimately leading to impulsive shopping behaviour or making impromptu purchases at stores.

Atulkar and Kesari (2018) argue that impulse buying arises as an unplanned response stimulated by various marketing activities, including attractive displays, store layouts, pricing strategies, promotions, and product packaging. Their research model delineates influential factors into two categories: consumer traits and situational factors. Consumer traits encompass impulsivity tendencies, shopping enjoyment, and materialism, while situational factors encompass individual circumstances, store ambience, retailer promotional efforts, and product characteristics. Similarly, when associated with the urge to buy impulsively, consumers' desire to make impulsive purchases is undoubtedly influenced by numerous factors, stemming from both internal and external sources. Internal factors originate from within the consumer themselves, such as personality traits, while external factors are typically situational, depending on the experiences encountered by the consumer in the store during their shopping journey.

Bahrainizad and Rajabi (2018) categorize the determinants of impulse buying into external and internal factors. Notably, they highlight mood as a significant internal factor,

emphasizing the influence of positive and negative psychological states on spontaneous purchases. Consumers experiencing feelings of happiness tend to engage in more thorough product evaluations, while those in a negative mood may resort to impulsive buying to alleviate their emotional state. Rezaei et al. (2016) research expands the understanding of impulse buying to online contexts, emphasizing the impact of technological advancements. The study underscores that website attributes, such as performance, organization, user-friendliness, reliability, and aesthetics, play a crucial role in influencing impulsive consumer purchasing decisions in online environments.

Febrilia and Warokka (2021) integrate various factors influencing impulse buying into a comprehensive research model, considering both consumer traits and situational factors. Their study, conducted amidst the COVID-19 pandemic, examines the effects of consumer mood and website quality on impulse buying behaviour among respondents in Jakarta actively engaging with various online retail brands. Rejikumar and Ajitha (2021) contribute to the empirical understanding of online impulse buying by incorporating e-commerce attributes, customer motivations (Hedonistic and Utilitarian), and risk perception into their model. Their findings emphasize the crucial role of hedonism in influencing impulse buying, while risk factors moderate this relationship within the online shopping context.

2.2 Customer Hedonistic and Customer Utilitarian

Parsad et al. (2021) posit that hedonism encapsulates feelings of pleasure, enjoyment, excitement, and entertainment. The hedonistic value of shopping assumes a pivotal role in spontaneous product purchases, serving as the primary motivator driving impulsive buying behaviour (Wood, 2005). In other words, hedonistic customer motivation denotes the phenomenon where consumers are inclined to make purchases or engage in consumption activities driven by their pursuit of personal pleasure or satisfaction. This pursuit can manifest through sensory, emotional, or social experiences derived from the products or services they consume. Consumers guided by hedonistic impulses tend to opt for products or services based on the anticipation of experiencing heightened levels of pleasure, enjoyment, or satisfaction, often disregarding utilitarian aspects like practicality or functionality.

Conversely, consumers guided by utilitarian principles are depicted as rational decision-makers who prioritize the value proposition of their purchases, weighing considerations of savings and convenience in the purchasing process (Parsad et al., 2021). It can be concluded that utilitarian customer motivation is a concept referring to consumers' motivation to make purchases or engage in consumption based on considerations of utility or benefits obtained from the product or service. In this context, consumers driven by utilitarian motivation tend to buy or use products because they believe that the products will fulfil their functional or practical needs, such as efficiency, quality, or added value provided. Factors such as price, performance, or features that fulfil everyday needs can be primary considerations for consumers with utilitarian motivation.

Impulse buying ensues when individuals harbour a strong inclination to purchase a product without thorough contemplation regarding the necessity or rationale behind the acquisition (Verhagen, van Dolen, 2011). Consumers often exhibit a lack of restraint and disregard for

the consequences of their impulsive purchases. Preceding impulsive buying decisions, consumers typically engage in browsing activities, which can be bifurcated into utilitarian browsing, aimed at acquiring product-related information, and hedonic browsing, undertaken for pleasure and entertainment purposes (Bloch et al., 1989). Both forms of browsing are acknowledged to influence impulsive consumer purchasing decisions (Novak et al., 2003; Verhagen, van Dolen, 2011), with hedonism purportedly exerting a more pronounced influence (Dawson et al., 1990; Baumgartner, 2002; Beatty, Ferrell, 1998; Ramanathan, Menon, 2006; Verhagen, van Dolen, 2011). Hedonistic consumers tend to shop to attain personal pleasure. The higher their level of hedonism, the greater their desire for impulsive shopping. The urge to buy impulsively increases as a consumer feels that through their impulsive shopping behaviour, they will gain greater happiness and pleasure. Similarly, for utilitarian consumers, the more they perceive the benefits of the purchased product, the greater their desire to shop. They realize that the impulsively purchased product will be highly beneficial to them, thus increasing their urge for impulsive shopping. Therefore, the following hypotheses are formulated:

Hypothesis 1 (H1). Customer hedonistic influences the urge to buy impulsively.

Hypothesis 2 (H2). Customer utilitarian influences the urge to buy impulsively.

2.3 Consumer Mood

Verhagen and van Dolen (2011) contend that emotions play a crucial role in shaping consumer decisions regarding impulsive purchases (Dawson, Kim, 2009; Furnham, Milner, 2013; Chang et al., 2014; Sohn, Lee, 2016; Wang, Tsai, 2017; Hashmi et al., 2020; Febrilia, Warokka, 2021). Emotions are dichotomized into positive and negative states. Positive emotions, such as excitement and enthusiasm, prompt individuals to seek immediate gratification through product purchases. The stronger the positive emotion experienced by an individual, the higher the likelihood of overspending and engaging in impulsive buying behaviours (Verhagen, van Dolen, 2011). Conversely, individuals experiencing negative emotions may engage in impulsive purchases as a means to alleviate their emotional distress (Verhagen, van Dolen, 2011; Liu et al., 2019). Consumers in a negative mood are typically less inclined to engage in shopping activities (Mano, Oliver, 1993) due to the dampening effect of negative emotions on the perceived value of shopping experiences for both hedonistic and utilitarian consumers (Babin, Attaway, 2000). In essence, positive emotions tend to drive impulsive shopping behaviour, whereas the likelihood of impulsive buying is diminished when consumers experience negative emotions (Sohn, Lee, 2016). This assertion is corroborated by Pornpitakpan et al. (2016), who concluded that consumers in a positive mood exhibit a greater propensity for impulsive purchases compared to those in a negative mood.

An intriguing observation lies in the emotions experienced by consumers following an impulsive purchase, which can encompass both positive and negative feelings. Upon acquiring the desired item, consumers often experience happiness (and conversely, disappointment if the expected item is not obtained). Essentially, impulse buying tends to elicit greater feelings of happiness compared to non-impulse purchases. Conversely, negative

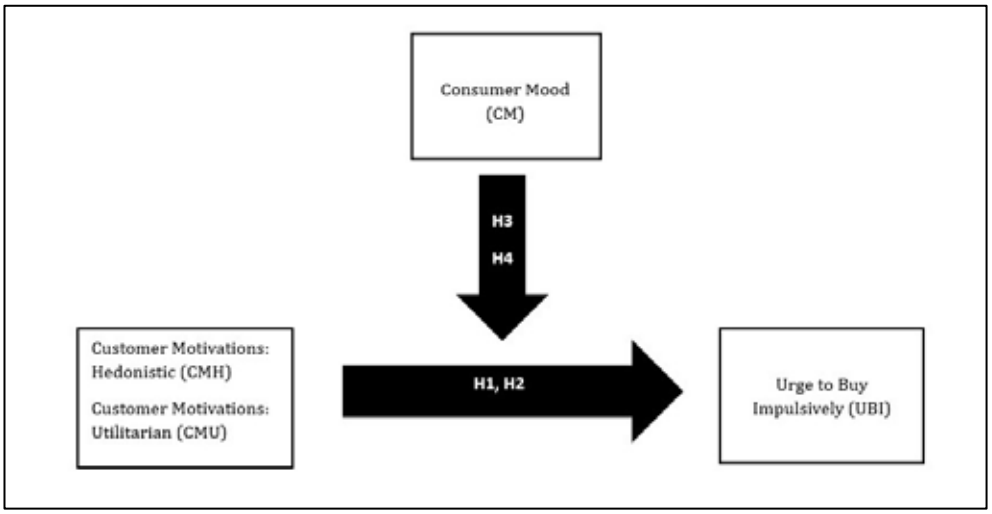
emotions may arise when consumers realize the substantial expenditure incurred on the purchased item, leading to feelings of disappointment and regret. In essence, impulse buying tends to evoke more regret and guilt compared to non-impulse purchases (Li, 2015). Several other studies also highlight the pivotal role of emotions in driving impulsive purchases, particularly stemming from hedonistic motivations (Yu, Bastin, 2010; Akram et al., 2017).

Therefore, the following hypotheses are formulated:

Hypothesis 3 (H3). Consumer mood moderates the relationship between customer hedonistic and the urge to buy impulsively.

Hypothesis 4 (H4). Consumer mood moderates the relationship between customer utilitarian and the urge to buy impulsively.

Figure 1. The Conceptual Model



3. Research Methodology

This research adopts a quantitative approach and employs purposive sampling as the sampling technique. Selected respondents are required to meet specific criteria, including: a) being students at Universitas Negeri Jakarta; b) being at least 18 years old; c) possessing knowledge of popular online store brands in Indonesia (such as Tokopedia, Shopee, Lazada, Bukalapak, and Blibli); d) having conducted a minimum of 3 transactions within the last 3 months through online store applications in Indonesia; and e) engaging in impulsive buying behaviour through online shopping applications without prior planning (online impulse buying) in Indonesia. Prospective respondents are invited to participate in the research by completing a questionnaire designed to gather primary data. Only respondents meeting all five criteria outlined above are eligible to proceed with the questionnaire. Conversely, prospective respondents failing to meet any of the criteria will be excluded from participation in the study.

Table 1. Measurement Research

Variable	Item	Question	References
Customer Motivations – Hedonistic (CMH)	CMH1	I feel happy when browsing the online store application	Chen et al. (2020) and Park et al. (2012)
	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	Chen et al. (2020) and Park et al. (2012)
	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	
Urge to Buy Impulsively (UBI)	UBI1	I have strong feelings about shopping online	Mohan, Sivakumaran, and Sharma (2013) and Atulkar and Kesari (2018)
	UBI2	I shop online for a certain satisfaction	
	UBI3	I can't control myself from shopping online	
	UBI4	I shop online because of environmental influences	
	UBI5	I will still shop online even if the items purchased are not included in my shopping list	
	UBI6	When I shop online, I usually buy things I didn't plan to buy	
	UBI7	I always make unplanned online purchases	
	UBI8	When I see an item that catches my eye in an online shop, I will immediately buy it without considering anything	
	UBI9	It feels so great to shop online spontaneously	
Consumer Mood (CM)	CM1	My online shopping activity depends on how I feel at the time	Bahrainizad and Rajabi (2018)
	CM2	I shop online to make feeling 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	

This study comprises four variables: two independent variables, namely Customer Motivations – Hedonistic and Customer Motivations – Utilitarian; one dependent variable, The Urge to Buy Impulsively; and one moderator, Consumer Mood. Measurement of variables was conducted using a Likert scale ranging from 1 to 6, with 1 indicating Strongly Disagree, 2 indicating Disagree, 3 indicating Slightly Disagree, 4 indicating Slightly Agree, 5 indicating Agree, and 6 indicating Strongly Agree. The choice to utilize a 6-point Likert scale in research with multiple variables is strategic due to its ability to avoid neutral responses, thereby reducing ambiguity in interpretation. This scale offers a balanced continuum of choices, fostering a more nuanced understanding of participants' attitudes or perceptions towards the variables under study. By minimizing the presence of a neutral midpoint, respondents are encouraged to adopt more decisive positions, which in turn mitigates the risk of individual decision-making biases influencing the results. Additionally, the scale's inclusion of an additional point allows for greater discrimination between

responses, enabling researchers to capture subtleties that might otherwise be overlooked. Overall, the 6-point Likert scale stands as a valuable tool for researchers seeking to conduct comprehensive and rigorous investigations, enhancing both the reliability and depth of insights garnered from the data collected (Chomeya, 2010).The variables Customer Motivations – Hedonistic and Customer Motivations – Utilitarian each consist of 6 indicators adopted from studies by Chen et al. (2020) and Park et al. (2012). The Consumer Mood variable utilizes 6 indicators from the research conducted by Bahrainizad and Rajabi (2018). The Urge to Buy Impulsively variable is represented by 9 indicators adapted from the studies of Mohan, Sivakumaran, and Sharma (2013) and Atulkar and Kesari (2018). Subsequently, based on the adapted questionnaire items, the researcher formulated question items according to previous studies, as presented in Table 1.

The data collected were analyzed to assess the validity and reliability of the instrument using SPSS, followed by hypothesis testing utilizing SEM (Structural Equation Modeling) with the assistance of Amos 24.0. Statement items underwent factor analysis to examine their validity, with factor loadings of 0.5 or higher indicating acceptable validity, as outlined by Antoni et al. (2002). Subsequently, reliability testing using Cronbach's Alpha was conducted for each variable to assess the consistency of respondents' responses to measurement items. A Cronbach's Alpha value exceeding 0.6 is commonly considered satisfactory for reliability. Hypothesis testing was performed utilizing SEM in AMOS 24.0, a method facilitating multivariate analysis of complex relationships between variables. SEM allows for a comprehensive exploration of the relationships between variables in the study. According to Hair et al. (1998), SEM serves to verify the model, and model testing is evaluated based on absolute fit values, indicating the overall goodness of fit of the model.

4. Result

4.1. Socio-Demographic Characteristics

According to the data collected, the socio-demographic characteristics of the sample indicate that 302 respondents (73.66 per cent) were female, while 108 respondents (26.34 per cent) were male. The majority of respondents fell into the age group of 21-23 years. Shopee emerged as the most frequently visited online store or e-commerce platform for shopping, with fashion items being the most commonly purchased category. In terms of the frequency of online shopping per month, the majority of respondents reported engaging in online shopping once a month or three to four times a month. The primary motivation for shopping online cited by respondents was the availability of various promotions, discounts, and cashback offers. Detailed information regarding the socio-demographic characteristics of the respondents is presented in Table 2.

Based on the socio-demographic characteristics summarized in Table 2, it is also intriguing as it can accurately represent the real conditions prevailing in the online product purchasing market in Indonesia (Data Indonesia.id, 2022). These conditions include the majority of online store consumers being females, predominantly aged between 21-26 years. They typically shop on e-commerce platforms, with Shopee being the favoured brand among female consumers due to its comprehensive range of products catering to women and families. This aligns with subsequent data indicating that, due to the predominance of female

shoppers, the majority of items purchased are fashion-related, such as clothing, shoes, bags, and various accessories. These women may engage in online shopping at least once a month, but due to the abundance of online promotions, they may also spend money on shopping 3-4 times a month. This data is intriguing as it demonstrates relevance to each other, providing insights into the actual market conditions.

Table 2. Socio-Demographic Characteristics of Respondents

Socio-Demographic Items	Frequency	Percentage
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/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/other gadgets)	32	7.80
Daily uses items	2	0.50
Fashion (ex: clothing, shoes, bags, accessories)	370	90.23
Veil/hijab and cosmetics	4	0.97
Frequency of Shopping Online in a Month		
Once a month	188	45.85
3-4 times a month	188	45.85
5-10 times a month	22	5.37
Countless/very frequent	12	2.93
Reasons for Shopping Online		
Many online stores provide promos, discounts, cashback, etc.	336	81.96
Mood/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

4.2 Validity and Reliability Testing

Table 3 presents the results of validity and reliability testing, wherein indicators deemed valid will advance to the hypothesis testing stage. The validity and reliability testing outcomes indicate that all items exhibited favourable characteristics, as evidenced by loading factor values exceeding 0.5. Furthermore, all items demonstrated reliability, with Cronbach's Alpha

values surpassing 0.6. The findings from validity and reliability testing are summarized in Table 3.

Table 3. Indicator's Validity and Reliability Test

Variables	Items	Loading Factor	Cronbach's Alpha
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	
Urge to Buy Impulsively	UBI1	0.665	0.922
	UBI2	0.556	
	UBI3	0.821	
	UBI4	0.766	
	UBI5	0.843	
	UBI6	0.863	
	UBI7	0.868	
	UBI8	0.810	
	UBI9	0.833	
Consumer Mood	CM1	0.740	0.904
	CM2	0.887	
	CM3	0.899	
	CM4	0.862	
	CM5	0.854	

4.3 Descriptive Analysis

To assess the distribution of obtained data, this study conducted a correlation test among variables, as presented in Table 4. The results indicate the absence of severe multicollinearity issues among the independent variables, as the correlation coefficient values are below 0.8 (Gujarati, 1995). Table 4 also depicts the relationship between the independent and dependent variables, all of which exhibit positive and statistically significant values. These findings suggest that both hedonistic and utilitarian consumer motivations generally influence the desire to shop impulsively. Descriptive analysis further supports this notion, revealing a significant positive influence of hedonistic customer motivations on the urge to buy impulsively (0.544**). This implies that consumers who prioritize enjoyment over product benefits during shopping are more likely to engage in sudden and unplanned purchases, particularly when incentivized by lower prices or attractive promotions. Similarly, utilitarian customer motivations demonstrate a positive and significant effect on the urge to buy impulsively (0.495**), indicating that consumers who typically weigh multiple considerations before making a purchase still exhibit a propensity for impulsive shopping when they perceive significant product benefits.

Table 4. Descriptive Analysis

Var	Mean	Standard Deviation	CMH	CMU	UBI	CM
CMH	4.792	0.937	1	-	-	-
CMU	4.977	0.795	0.654**	1	-	-
UBI	4.112	1.105	0.544**	0.495**	1	-
CM	4.554	1.013	0.651**	0.552**	0.702**	1

Note: **p < 0.01; *p < 0.05; CMH = Customer Motivations – Hedonistic; CMU = Customer Motivations – Utilitarian; UBI = Urge to Buy Impulsively; CM = Consumer Mood

4.4 Hypotheses Testing

Table 5. Estimation Regression of Structural Model Analysis

	Hypotheses			Estimate	S.E.	C.R.	*p*	Result
H1.	CMH	→	UBI	0.341	0.035	9.881	***	Supported
H2.	CMU	→	UBI	0.267	0.035	7.617	***	Supported

Notes: CMH = Customer Motivations – Hedonistic; CMU = Customer Motivations – Utilitarian; UBI = Urge to Buy Impulsively. Significance level $p < 0.05$ and *** for significance level $p < 0.001$

Table 6. Estimation Regression of Moderating Structure

	Hypotheses of Moderating Effect			*p*	Result
H3.	CMH x UBI	→	CM	0.271	Not Supported
H4.	CMU x UBI	→	CM	0.853	Not Supported

Notes: CMH = Customer Motivations – Hedonistic; CMU = Customer Motivations – Utilitarian; UBI = Urge to Buy Impulsively. Significance level $p < 0.05$ and *** for significance level $p < 0.001$

Figure 2. The result of the Structural Model

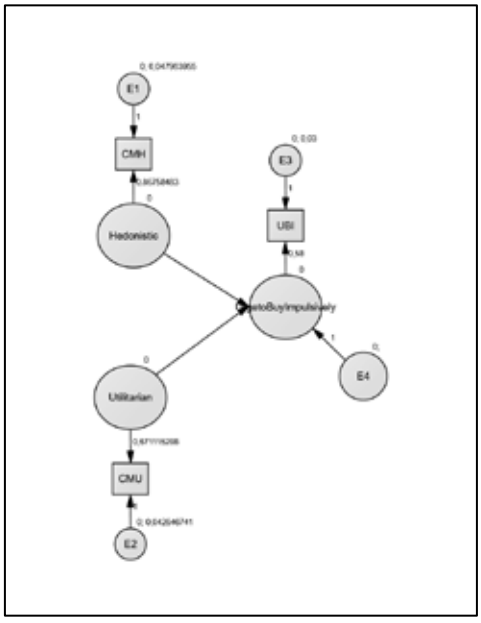


Figure 3. The Result of the Moderation Effect



5. Discussion and Conclusion

Tables 5 and 6 above present the results of hypothesis testing, encompassing both direct and indirect effects (moderation effect), conducted using AMOS version 24. The findings from the initial hypothesis test indicate a positive and significant influence between Customer Motivations – Hedonistic (CMH) and the Urge to Buy Impulsively (UBI) ($\beta = 0.341$; $p < 0.001$), thereby accepting H1. This signifies that heightened levels of consumer hedonism correspond to an increased likelihood of spontaneous (impulsive) shopping behaviour. Consumers driven by hedonistic motivations are inclined to engage in browsing and purchasing processes to attain specific pleasure and satisfaction, contributing to their overall sense of happiness. Consequently, they are more prone to make spontaneous and unplanned purchases. This favorable and statistically significant outcome aligns with prior research conducted by Dawson et al. (1990); Baumgartner (2002); Beatty and Ferrell (1998); Wood (2005); Ramanathan and Menon (2006); Verhagen and van Dolen (2011); Parsad et al. (2021).

In the second hypothesis test, the results similarly demonstrate a positive and significant association, with Customer Motivations – Utilitarian (CMU) exhibiting a noteworthy effect on the Urge to Buy Impulsively (UBI) ($\beta = 0.267$; $p < 0.001$), thus corroborating H2. These findings suggest that higher levels of utilitarian motivation in consumers correspond to an increased propensity for impulsive shopping. Utilitarian consumers operate on a rational basis and engage in information-seeking behaviours not for pleasure but out of a strong necessity and curiosity regarding the product they intend to purchase. They prioritize ensuring the quality and suitability of the product to meet their needs. Consequently, if the information-seeking process yields favourable outcomes for utilitarian consumers, their inclination toward impulsive shopping intensifies. These results are consistent with prior

research conducted by Novak et al. (2003), Verhagen and van Dolen (2011), and Parsad et al. (2021).

Moreover, the results of the third hypothesis indicate a contradiction with the outcomes of the preceding hypothesis tests. It is revealed that Consumer Mood (CM) does not effectively moderate the strength of the relationship between Customer Motivations – Hedonistic (CMH) and the Urge to Buy Impulsively (UBI) ($p > 0.05$), leading to the rejection of H3. Similarly, insignificant findings were observed in the fourth hypothesis test, wherein Consumer Mood (CM) failed to act as a moderator in the relationship between Customer Motivations – Utilitarian (CMU) and the Urge to Buy Impulsively (UBI) ($p > 0.05$), resulting in the rejection of H4. This signifies that the emotional state of consumers, whether positive or negative, does not influence their inclination or decision to make sudden or spontaneous purchases, regardless of whether they exhibit hedonistic or utilitarian consumer traits. The emotional experiences during browsing or impulsive shopping do not exert an impact; if consumers intend to shop, they will proceed to do so, irrespective of accompanying emotions. Hedonistic consumers engage in shopping for pleasure, while utilitarian consumers seek product benefits for themselves. Consequently, the findings of this study diverge from those of prior research conducted by Verhagen and van Dolen (2011), Sohn and Lee (2016), and Liu et al. (2019).

6. Managerial Implication, Limitation, and Future Research Direction

This study supports two hypotheses while rejecting two others. The supported hypotheses pertain to the positive and significant effect of consumer motivation (both hedonistic and utilitarian) on the urge of consumers' impulse shopping behaviour. Conversely, the unsupported hypotheses indicate that feelings of joy or sadness (positive/negative) do not moderate the influence of customer motivation on the urge to buy impulsively. These findings have several managerial implications, research limitations, and recommendations for further investigation. Hedonistic customers, characterized by seeking pleasure in product information rather than utilitarian comparison shopping, require e-commerce managers especially e-commerce in Indonesia to offer a range of enticing stimuli to promote impulse purchases. These strategies may include optimizing website user-friendliness (Rezaei et al., 2016), offering competitively priced products with comprehensive features and quality (Atulkar, Kesari, 2018), and providing various promotional discounts (Dawson, Kim, 2009). E-commerce managers or online stores must ensure that they genuinely provide pleasure to their customers, especially hedonistic consumers, so that they have an enjoyable shopping experience. As the findings of this research suggest, the happier consumers feel while shopping on their chosen online store or e-commerce platform, the greater their inclination to shop online becomes. In fact, some e-commerce businesses in Indonesia have already implemented this approach, although the execution level needs to be further enhanced to foster the growth of e-commerce ventures.

The actions that e-commerce managers can take for utilitarian consumers can be seen from the perspective of offering high-quality products that provide numerous benefits and utility. E-commerce platforms in Indonesia must ensure that the products they sell are original and

offer substantial benefits without causing harm to consumers. Issues regarding counterfeit products should ideally be eradicated or minimized, thereby increasing the inclination of utilitarian consumers towards impulsive shopping. Utilitarian consumers, as discussed in the literature review, prioritize the utility of products for themselves. They are unlikely to make a purchase if they perceive that the product does not bring positive outcomes or fails to meet their expectations. They engage in thorough considerations before purchasing a product; hence, e-commerce platforms should focus on this aspect to avoid disappointing utilitarian consumers.

One limitation of this study is the restricted sample size, limited to students from a single institution, which may constrain the generalizability of the findings. Additionally, the focus solely on Indonesian respondents limits the broader understanding of impulsive behaviour, especially considering its prevalence in other Southeast Asian countries like Malaysia (Helmi et al., 2018). Future research endeavours should aim to broaden the scope by including respondents from diverse demographics and geographical regions. This expansion is crucial as it acknowledges that impulsive buying tendencies extend beyond student populations and may vary among individuals with different socio-economic backgrounds, such as working adults with higher income levels, who may exhibit a greater propensity for impulsive purchases (Bayu, 2022).

Finally, the researcher considers that this conducted study has provided benefits both theoretically and practically. Theoretically, this research successfully confirms the validity of previous studies' theories, indicating that customer motivations, whether hedonistic or utilitarian, significantly influence the urge for impulsive shopping. However, contrary to expectations, no moderation effect was found in this study, suggesting that consumers' mood does not affect their motivation and urge to engage in impulsive shopping. Furthermore, regarding practical benefits, it can be concluded that this research offers implications and recommendations for e-commerce businesses in Indonesia to enhance situational factors such as user-friendly applications, offering various promotions, and ensuring that the products sold are of high quality and provide value to their consumers.

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