THE ROLE OF HEDONIC MOTIVATION IN SOCIAL COMMERCETOWARD CONSUMER PURCHASE INTENTION

Kumaresan Kumaran♣

Faculty of Economics and Business, Universiti Malaysia Sarawak (UNIMAS), 94300 Kota Samarahan, Sarawak

Janifer Lunyai

Faculty of Economics and Business, Universiti Malaysia Sarawak (UNIMAS), 94300 Kota Samarahan, Sarawak

Nordiana Binti Ahmad Nordin

Faculty of Economics and Business, Universiti Malaysia Sarawak (UNIMAS), 94300 Kota Samarahan, Sarawak

ABSTRACT

This study investigates the influence of Theory of Planned Behavior (TPB) and Technology Acceptance Model (TAM) elements on customer purchase intention within the context of social commerce, with a focus on the moderating role of hedonic motivation (HM). TPB factors, including attitude (ATD), subjective norm (SN), and perceived behavioral control (PBC), along with TAM factors - perceived ease of use (PEOU) and perceived usefulness (PU) - were examined for their connection to consumer purchase intention (CPI). Hedonic motivation's role as a moderator between TPB, TAM, and purchase intention was explored due to its impact on sensory, creative, and emotional responses of hedonic consumers towards products. The study, involving 500 online survey participants, employed SPSS 26.0 for initial analysis and Smart PLS 3.0 for structural equation modeling. Results supported seven out of ten hypotheses, offering valuable insights into hedonic motivation's regulatory effect on customer purchase intention in the realm of social commerce, contributing to a deeper understanding of this evolving market.

♣ *Corresponding author: Mr. Kumaresan A/L Kumaran, Faculty of Economics and Business, Universiti Malaysia Sarawak (UNIMAS), 94300 Kota Sarmarahan, Sarawak Malaysia, +60128700793, kumaresankumaran525@gmail.com

1.0 INTRODUCTION

Social commerce is gaining significant momentum, with the market expected to reach $604.5 billion by 2027, growing at a CAGR of 28.4% from 2020 to 2027 (Grand View Research, 2020). The growth can be attributed to the increasing penetration of social media and mobile devices, as well as the growing consumer preference for personalized and convenient shopping experiences. According to Dollarhide (2022), social commerce is a type of e-commerce that uses social networking websites such as Facebook, Instagram, and Twitter to promote and sell products and services. The success of social commerce campaigns is determined by the level of consumer engagement with the company's marketing through likes, shares, and re-tweets. Social commerce professionals use various marketing tactics, such as personalized buyer options, large graphics, videos, user-submitted photos, celebrity endorsements, and promotions or giveaways to encourage users to share the product on their feeds. Social commerce also promotes social shopping tools like forums and communities, where buyers and sellers share their online shopping experiences and compare notes. Besides, Kay (2022) also mentioned that his type of business exchanges might be utilized to purchase practically any item or administration possible, including books, music, airplane tickets, and monetary administrations like stock money management and web-based banking. Therefore, it is viewed as an exceptionally disruptive innovation (Bloomenthal, 2021). Major social media platforms like Facebook, Instagram, and Pinterest have already launched their own social commerce features, enabling users to browse and purchase products directly within their platform. In Malaysia, the social commerce market is also growing rapidly, driven by the increasing penetration of social media and mobile devices. According to a report by Facebook and Bain & Company, the social commerce market in Malaysia is estimated to reach $2.9 billion by 2025, growing at a CAGR of 34% from 2020 to 2025 (Facebook and Bain & Company, 2020). The report also highlights that Malaysian consumers are increasingly using social media platforms for product research and discovery, with more than 60% of consumers making a purchase directly through social media in the past year.

Globally and in Malaysia, Facebook is the most popular social commerce platform due to its large user base and e-commerce features. A 2021 eMarketer survey found that 63% of social commerce users had made purchases on Facebook in the past year. In Malaysia, over 60% of consumers made purchases directly through social media, with Facebook being the most widely used platform (Facebook and Bain & Company, 2020). Besides Facebook, TikTok is rapidly growing, with over 170 million downloads in 2022, making it the most downloaded app that year. Nearly half of TikTok's users are aged 18 to 24, and its popularity has made it a valuable platform for sellers and companies to advertise and market their products (Khalid, 2023). Originating from China and launched in 2016 as "Douyin," TikTok has expanded globally under the ownership of Bytedance (Hassan, 2020). Social commerce is important because it offers consumers a convenient and personalized shopping experience. It allows them to discover new

products and brands easily through their social media feeds. As platforms integrate e-commerce features, users can browse and purchase products without leaving their favorite apps. A report by Facebook and Bain & Company (2020) indicated that 49% of consumers in Southeast Asia discover new products through social media. One of the factors that influencing this statement is hedonic motivation plays an important role in social commerce by influencing consumer purchase intention. The enjoyment and emotional satisfaction that consumers derive from the shopping experience can increase their intention to purchase and engage with social commerce platforms. A recent study by Kuo and Chen (2022) found that hedonic motivation had a positive effect on consumers' intention to purchase on social commerce platforms, as well as their perceived value and satisfaction with the purchase. This can be explained through the lens of several theoretical frameworks, including the Theory of Planned Behavior and Technology Acceptance Model.

The usage of social commerce platforms, like that of conventional social media and smartphones, has made shopping more convenient for consumers, but it has also led to a variety of issues with their lives and education, including anxiety, despair, distraction, sleeplessness, and compulsive spending (Wang et al., 2019). In this study, define "continued usage of social commerce platforms" as customers both using their existing social commerce platforms and either increasing and sustaining the frequency with which they have used them in the past. While there has been limited research addressing the effects of on-going usage of social commerce platforms on customers' lifestyles, learning, and mental health in the existing literature, this definition underscores the importance of understanding consumers' on-going commitment to these platforms. This commitment, or continuous intention to use social commerce platforms, is relevant to our study's exploration of purchase intention because it reflects the enduring engagement of consumers with these platforms, which can directly influence their propensity to make purchases (Li et al., 2021). Thus, investigating the causes and effects of continuous social commerce platform usage is essential for a comprehensive understanding of purchase intention in the context of social commerce today.

In the Theory of Planned Behavior, consumers' purchase intentions on social commerce platforms are influenced by attitudes, subjective norms, and perceived behavioral control. Hedonic motivation, which creates positive emotions and enjoyment, positively impacts all three factors. Zhang and Chen (2020) found that hedonic motivation enhances attitudes, subjective norms, and perceived behavioral control, leading to higher purchase intentions. Similarly, the Technology Acceptance Model (TAM) suggests that perceived usefulness and ease of use influence technology acceptance. Hedonic motivation makes shopping more enjoyable, improving perceived usefulness and ease of use, as shown by Chen and He (2021). Hedonic motivation also plays a significant role in technology acceptance and utilization in consumer settings (Brown & Venkatesh, 2005; Childers et al., 2001). Venkatesh (2012) highlighted its impact on behavioral intention, particularly outside organizational environments. Overall,

hedonic motivation drives consumer engagement and purchase intentions on social commerce platforms by enhancing the shopping experience.

Thus, to achieve the major research objective of the current research, below sub- objectives are given:

  i.   To investigate the relationship between TAM (perceived ease of use and perceived usefulness) towardconsumer purchase intention in social commerce.

  ii.   To explore the relationship between TPB (attitude, subjective norm and perceived behavioral control)toward consumer purchase intention in social commerce.

  iii.   To find out the moderating roles of hedonic motivation in social commerce between the relationships ofTAM, TPB and consumer purchase intention.

2.0 LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1   *Theory of Acceptance Model (TAM)*

The TAM is often used to describe how people may embrace and apply a certain breakthrough technology. The TAM reveals that PEOU and PU are the two most influential indicators of an individual's attitude toward technology (Matute-vallejo & Llull, 2019). TAM is also the most well acknowledged model for understanding client sentiments around mobile technology adoption. Individually specified attitude determinants, adopted from the theory of reasoned action, highlight the crucial distinction that TAM is limited in addressing intrinsic motivation, especially cognitive absorption aspects like physical engagement, control, satisfaction, and progressive separation (Genoveva & Dharmaatmaja, 2022). Here, we can say that TAM is likewise very active in anticipating the purchase intentions of both experienced and novice customers based on their activities (Saleem et al., 2022).

2.1.1   *Perceived Ease of Use (PEOU)*

PEOU is a person's confidence that skill will save time. This variable has six components such as easy to understand utilize, proficient, and flexible (Indarsin & Ali, 2017). If online shoppers are more inclined to adopt a technology, it is better to use it so that it will more advanced a technical application, the more likely the website will be used (Moslehpour et al., 2018). With this, consumers have the intention to purchase with the factor that has. Hence:
H1: PEOU has a positive influence on CPI.

2.1.2   *Perceived Usefulness (PU)*

PU is described as a person's predisposition to utilise an application and to feel that this perception will help him produce a better work (Indarsin & Ali, 2017). In e-commerce, PU can change positive purchasing intentions. Customers' perceptions that shopping online will improve their shopping experience are crucial in e-commerce (Genoveva & Dharmaatmaja, 2022).

Therefore, the hypothesis is:
H2: PU has a positive influence on CPI.

2.2   *Theory of Planned Behavior (TPB)*

The Theory of Planned Behavior (TPB) and the Theory of Reasoned Action (TRA) both aim to predict behavior, but TPB is considered superior (Bhatti et al., 2021). TPB can effectively predict behavior (Rehman et al., 2019), yet it has limitations, such as not accounting for fear, threat, and trust (Bhatti et al., 2021). TPB emphasizes that conduct orientation is crucial in assessing actions, considering subjective standards and behavior control (Sutisna & Handra, 2022). TPB is a widely used theory in explaining online consumer behavior (Anantamongkolkul et al., 2020), suggesting that individuals with a positive self-view are more likely to act on their intentions (Chumsakwinit, 2021).

2.2.1   *Perceived Behavioral Control (PBC)*

PBC is defined as the ability to manage one's behavior that decides whether they complete the deal. PBC strongly influences purpose (Kashif et al., 2018). Theory of planned behavior (TPB) links objectives and behavior through PBC. Hence, control-freaks may not participate. This research uses PBC to understand shopper conduct goals in online companies, which may lack control due to immaterial context (Pea-Garca et al., 2020). The study can say that:
H3: PBC has a positive influence on CPI.

2.2.2   *Attitude (ATD)*

A person's attitude is a vital component of their personality and describes their propensity to respond favorably or adversely to specific objects (Ahmed et al., 2017). In the e-commerce industry, the beneficial relationship between attitudes and purchase intent has been thoroughly examined (Tran & Nguyen, 2022). Hence, for marketers to create successful marketing strategies, they must comprehend and address customer sentiments concerning online buying. This study can see that consumers can bring the positive attitude toward the product that they intention to purchase toward this social commerce platform. Therefore, study can conclude that the hypothesis is mentioned as:
H4: Attitude has a positive influence on consumer purchase intention.

2.2.3   *Subjective Norm (SN)*

SN are perceived demands on a person to do a certain action and the individual's desire to comply with those expectations and influence consumer behavior depending on relevant referents (e.g., family, friends, and co-workers) (Genoveva & Dharmaatmaja, 2022). E-commerce customers' reference group and media judgments of their capacity to buy online are subjective norms (Dakduk et al., 2017). Hence, subjective norms are influenced by friends, family, and relations to do or not do something (Rehman et al., 2019). With this influence, study believes that subjective norm gives a positive result toward consumer purchase intention in social commerce and therefore:
H5: SN has a positive influence on CPI.

2.3   *Hedonic Motivation (HM) & Consumer Purchase Intention (CPI)*

HM is the purchase behavior of customers that fear emotional aspects including experience, prestige, pleasure, social standing, feelings, and social images (Mufarrofah & Yuniati, 2016). HM consumers experience products sensually, creatively, and emotionally. HM predicts purchase intention, consumer satisfaction, and loyalty. Novela (2020) characterizes hedonic drives as engagement, escape, happiness, awakening, fantasy, pleasure, and sensuality. HM strongly influences social commerce consumer purchase intention. Retailers and customers are affected by CPI (Kühn & Petzer, 2018). Many researchers employed the TPB and TRA hypothesis to discover which factors most strongly impact online purchasers (Singh & Srivastava, 2018). Online shopping is third after email and Web browsing due to e-commerce. Hedonic incentive makes customers buy and believe in social media by delivering rewards and amazing experiences. Study hypotheses:

H6: HM has a positively moderate relationship between PEOU and CPI.
H7: HM has a positively moderate relationship between PU and CPI.
H8: HM has a positively moderate relationship between PBC and CPI.
H9: HM has a positively moderate the relationship between ATD and CPI
*H10: HM has a positively moderate relationship between SN and CPI.*

Hedonic motivation significantly enhances the model's applicability in understanding consumer purchase intention, contributing to an extension of its generalizability beyond organizational settings (Venkatesh, 2012). Specifically, incorporating hedonic motivation as a predictor of consumer purchase intention enriches the model by acknowledging the importance of pleasure-driven factors in consumer decision-making (Goodhue, 2007). Besides that, Tran and Nguyen (2022) underline the importance of hedonic motivation in instilling positive beliefs in consumers, ultimately influencing their behavior and maintaining a steadfast intention to make purchases without wavering. Furthermore, hedonic motivation has been found to play a critical role in non-organizational contexts, surpassing performance expectancy as a driver of purchase intention (Venkatesh et al., 2012). The integration of hedonic motivation into the model also facilitates the exploration of its interaction with individual characteristics such as gender, age, and experience, offering valuable insights into the nuanced effects of hedonic motivation across diverse consumer demographics (Venkatesh et al., 2012).

In examining the role of hedonic motivation in social commerce towards consumer purchase intention, the selection of variables is rooted in established theories and reflects essential aspects of consumer behavior. Attitude encompasses consumers' overall evaluation of using social commerce platforms for shopping, influenced by factors like enjoyment and perceived benefits. Subjective Norm considers the perceived social pressures or norms regarding the use of these platforms, impacting individuals' intentions to engage in shopping activities. Perceived Behavioral Control reflects consumers' perceptions of their ability to control their actions related to using social commerce platforms, influencing their purchase intentions. Perceived Ease of Use reflects consumers' perceptions of the ease of using social commerce platforms, affecting their attitudes and intentions towards purchases. Perceived Usefulness gauges consumers' perceptions of the utility of social commerce platforms, impacting their purchase intentions. Ultimately,

Consumer Purchase Intention represents consumers' willingness to engage in purchasing behavior through social commerce platforms, serving as the key outcome measure in this context. These variables, drawn from theories like the Theory of Planned Behavior and the Technology Acceptance Model, collectively provide a comprehensive framework for understanding the influence of hedonic motivation on consumer purchase intentions in social commerce.

Therefore, this study added to what is known by putting together the TAM and the TPB and looking at how they affect consumers' plans to buy something. Also, the moderator for this study will be hedonic motivation. This is because a previous study suggested that hedonic motivation, electronic satisfaction, or consumer awareness should be added between TAM and TPB elements and consumer purchase intention (Rehman et al., 2019). Besides, in general, hedonic motivation can be an important moderator in the relationship between social commerce and consumer purchase intention because it represents the non-utilitarian or experiential aspect of online shopping that can influence the consumer's perception of enjoyment, pleasure, and emotional satisfaction in the shopping process. (Chen et al., 2019). Hence, HM was chosen as the moderator to test in this study. In this study, the conceptual framework is shown in Figure 1.

Figure 1:   Theoretical Framework for Researcher
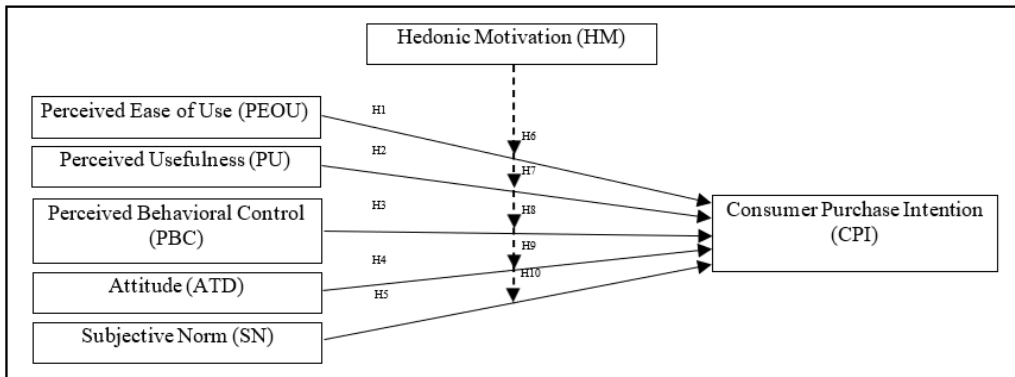
3.0 RESEARCH METHDOLOGY

Megel and Heermann (2016) explain that a study design combines techniques, organization, strategy, and study to ensure that issues are addressed, and variance is minimized. The choice of research methodology is quantitative method because it involves acquiring statistical data and using mathematical or computational tools to analyses phenomena. Bhat (2019) notes that quantitative research is often conducted using mathematical frameworks and theories related to the number at hand. This research study will employ quantitative analysis to characterize sample variables, explore correlations, and identify connections. The data was analyzed using SPSS used for data screening and descriptive statistical analysis and Smart PLS 3.0 used to examine measurement accuracy, factor analysis, and reliability. Data screening must precede statistical analysis for quality results. SPSS 26.0 verified all data. Missing data, suspicious responses,

information normality, and common approach bias were assessed. Initial data analysis found missing data. Eliminate a case or observation if more than 15% is missing or a structure has few solutions (Hair et al., 2017). Data analysis often uses unobserved variables. PLS-SEM, a variance-based structural equation modeling, predicts unobserved variables and calculates structural equation models. This study tested assumptions with Smart PLS 3.0, known for handling basic, difficult, and large research models efficiently without a normality test. It outperforms covariance-based methods and tests the relationship between latent and indicator variables (Rehman et al., 2019). Smart PLS is recommended for generating complex models with small samples, producing both measurement and structural models in this study (Purwanto et al., 2021).

3.1 Sample Size

The population of Malaysia is estimated to extent 32.7 million in 2021, with a 0.2% increase from the previous year. The number of non-citizens has decreased due to the COVID-19 pandemic, resulting in a slowdown in population growth. The gender breakdown of the population shows that there are more men than women in Malaysia. With this research, researcher will send 500 questionnaires or survey that need to respond. This is a very good way to do things (Rehman et al., 2019). SPSS and Smart PLS will be used to study the data collected (Rehman et al., 2019; Sriram et al., 2021). G*Power analysis was used to determine the appropriate sample size based on the impact size of 0.15 (medium) (Eren, 2018).

Table 1: Demographics Statistics

Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	190	38.0
	Female	310	62.0
Age	22 and below	161	32.3
	23 – 32	314	62.8
	33 – 42	24	4.8
	43 and above	1	0.2
Ethnicity	Malay	155	31.0
	Chinese	23	4.6
	Indian	24	5.0
	Bumiputera Sarawak	268	53.6
	Bumiputera Sabah	28	5.6
	Other	1	0.2
Marital Status	Single	461	92.2
	Married	39	7.8
Gross Monthly Household Income	Below RM4360	417	83.4
	RM4361 – RM9619	48	11.6
	RM9620 and above	25	5.0
Gross Monthly Household Expenses	RM3000 and below	407	81.4
	RM3001 – RM5000	58	15.4
	RM5001 and above	25	3.2

Table 1   Continued.

| Occupation	Student	227	45.4
	Government Sector	15	3.0
	Private Sector	16	3.2
	Self-employed	32	6.4
	Unemployed	206	41.2
	Other	4	0.8

The survey was conducted online, reaching 500 respondents through various social platforms. Among them, 38.0% were men, and 62.0% were women. 161 (32.8%) were under 22, 314 (62.8%) were 23–32, 24 (4.8%) were 33–42, and 1 (0.2%) were 53 or older. Ethnicity-wise, 31.0% were Malay, 4.6% Chinese, 5.0% Indian, 53.6% Bumiputera Sarawak, 5.6% Sabah, and a few from Malenesia. Majority of the respondents were single (92.2%) and had household incomes of RM4360 or less (83.4%). Most spent less than RM3000 on monthly expenses (81.4%). Occupation factor, 227 (45.4%) of respondents are students, followed by 206 (41.6%) jobless, 32 (6.4%) self-employed, 16 (3.2%) private sector, 15 (3.0% government sector), and 4 (0.8%) interns and Apprentices. The next page shows the detail of these descriptive demographics.

4.0 DATA ANALYSIS

4.1 *Assessment of Measurement Model*

Previous study suggests assessing a reflective measurement model's internal consistency, indicator reliability, convergent validity, and discriminant validity. Each notion was measured for multidimensionality, reliability, and validity. To confirm data reliability, Hair et al. (2017) recommends an outside loading number greater than 0.70. Thus, researchers use Smart PLS to find items or outer loadings with values below 0.70. Since outer loading was 0.163, only one item was deleted. After excluding the bad performer, measurement analyses will produce appropriate statistics. Ramayah et al. (2018) hypothesized that removing any indicator from the reflective measurement model would not influence the latent variable's significance because they are closely connected and interchangeable. Figure 2 on the next page shows the completed study model. Removing one indication or item did this.

Figure 2: Finalized Research Model
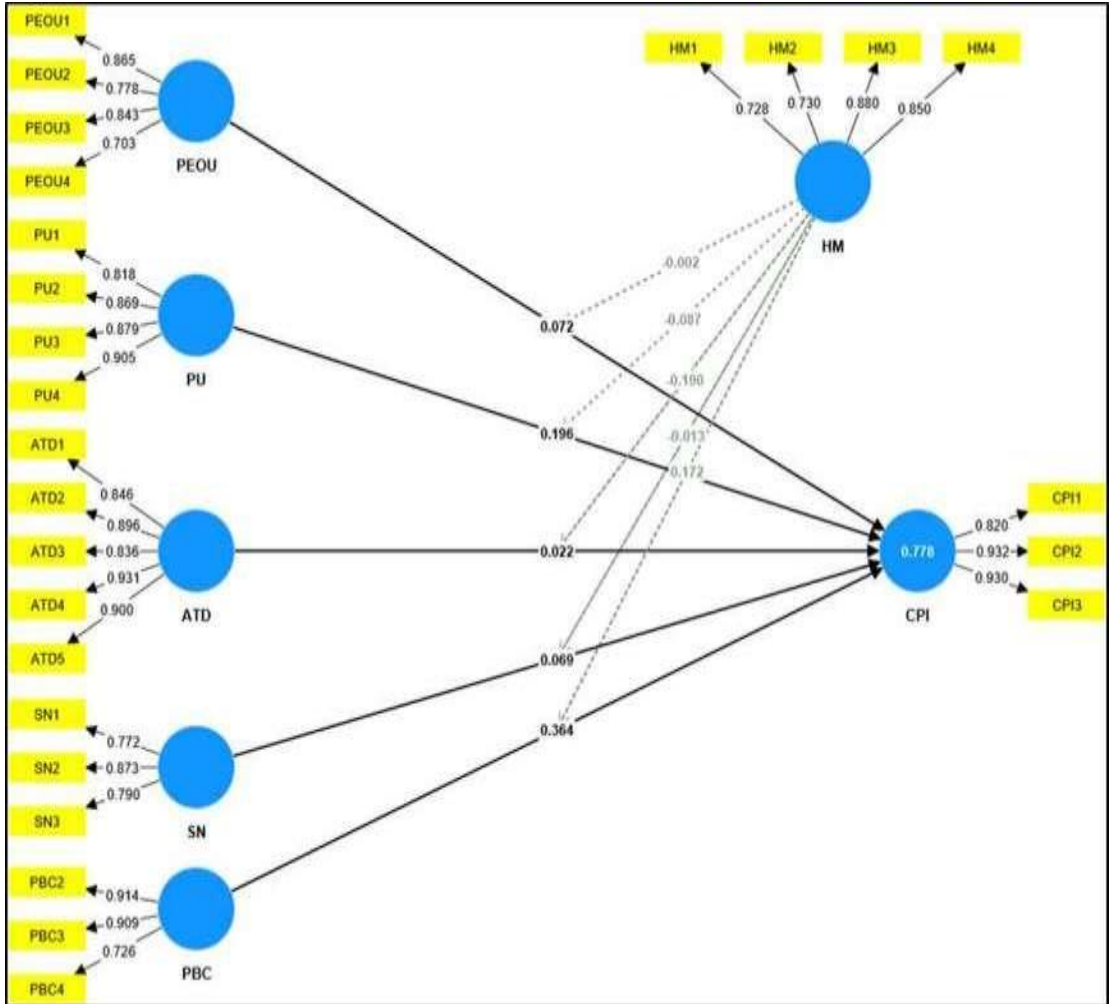
Confirmatory factor analysis (CFA) assessed construct and measure reliability and validity. Measurement model assessment covers internal consistency reliability, convergent validity, and discriminant validity. The following tables explain indicator reliability and convergent validity in Table 2.

Table 2:   Summary of Construct Reliability and Validity

Construct	No. of Item	Items	Loading	AVE	CR	CA
Perceived Ease of Use (PEOU)	4	PEOU 1 PEOU 2 PEOU 3 PEOU 4	0.865 0.778 0.843 0.703	0.639	0.835	0.811
Perceived Usefulness (PU)	4	PU 1 PU 2 PU 3 PU 4	0.818 0.869 0.879 0.905	0.754	0.893	0.891
Attitude (ATD)	5	ATD 1 ATD 2 ATD 3 ATD 4 ATD 5	0.846 0.896 0.836 0.931 0.900	0.779	0.935	0.929
Subjective Norm (SN)	3	SN 1 SN 2 SN 3	0.772 0.873 0.790	0.661	0.758	0.750
Perceived Behavioral Control (PBC)	3	PBC 1 PBC 2 PBC 3	0.914 0.909 0.726	0.730	0.850	0.812
Hedonic Motivation (HM)	4	HM 1 HM 2 HM 3 HM 4	0.728 0.730 0.880 0.850	0.640	0.855	0.815
Consumer Purchase Intention (CPI)	3	CPI 1 CPI 2 CPI 3	0.820 0.932 0.930	0.802	0.880	0.874

Notes: AVE = Average Variance Extracted, CR = Composite Reliability, CA =Cronbach's Alpha

Indicator Reliability: To evaluate the measurement model's reliability, item loadings were assessed. Table 2 shows that all items, except PEOU4 (0.703), meet the required reliability threshold. CPI2 has the highest loading value at 0.932. According to Hair et al. (2017), item loadings should exceed 0.70 to indicate reliability.

Internal Consistency Reliability: When the composite reliability (CR) of each measurement construct exceeds 0.7, it indicates good internal consistency (Hair et al., 2017). Table 4.7 shows that the CR values for all sub-constructs range from 0.758 to 0.935, surpassing the threshold. This suggests that the components used in the study interact well, ensuring dependable internal consistency.

Convergent Validity: According to Rehman et al. (2019), in SEM, item loadings, CR, and AVE should be above 0.50, 0.70, and 0.50 respectively for convergent validity. This study meets these criteria with item loadings ranging from 0.703 to 0.932, CR from 0.758 to 0.935, and AVE from 0.639 to 0.802, showing good convergent validity. Additionally, Shrestha (2021) suggests that if AVE is below 0.60 but CR is above 0.60, it still indicates adequate convergent validity. Overall, this study's measurement model demonstrates strong convergent validity.

Discriminant Validity: Discriminant validity checks if variables in a study are different and distinct, not just different measures of the same thing. In this study, Fornell and Larcker (1981) standards were used to assess discriminant validity, ensuring that items measuring each variable correlate more strongly with that specific variable than with others in the model. According to Hair et al. (2017), the study's variables demonstrated discriminant validity and met the Heterotrait-Monotrait ratio (HTMT) standards in Table 3.

Table 3: Discriminant Validity of Constructs

	ATD	CPI	HM	PBC	PEOU	PU	SN
ATD	**0.883**						
CPI	0.600	**0.900**					
HM	0.590	0.706	**0.800**				
PBC	0.596	0.742	0.642	**0.854**			
PEOU	0.303	0.511	0.417	0.477	**0.800**		
PU	0.599	0.749	0.595	0.677	0.576	**0.900**	
SN	0.391	0.530	0.507	0.453	0.468	0.589	**0.812**

5.0 RESULT & DISCUSSION

Five hypotheses indicated a direct relationship, while five hypotheses examined the moderating influence of hedonic incentive in social commerce on customer purchase intention. After PLS-SEM analysis, not all hypotheses were supported. Four theories directly affect customer buying intention. Hedonic motivation moderates three of five consumer purchase intention hypotheses significantly and favorably. The following subsections detail these findings.

5.1 *Hypothesis Testing (Direct and Indirect Relationship)*

This study tested 10 construct-related hypotheses utilizing significance level, t- statistics, and coefficient of determination, effect magnitude, and predictive relevance. Table 4 summarizes the structural model evaluation and hypothesis testing for direct linkages and hedonic motivation's moderating effect. These tables show how the proposed model predicts consumer purchasing behavior and reveal the links between constructs. These findings are significant for scholars, practitioners, and policymakers studying social commerce consumer behavior. The next page shows the summary of path coefficients and hypothesis testing for direct and indirect effect.

Table 4: Summary of Path Coefficients and Hypothesis Testing for Direct and Indirect Effect

Hypothesis (H)	Relationship	Standard Error	β	p-value	t-value	Decision
H1	PEOU > CPI	0.101	0.072	0.012	2.522	Supported
H2	PU > CPI	0.167	0.196	0.000	5.407	Supported
H3	PBC > CPI	0.118	0.364	0.000	6.872	Supported
H4	ATD > CPI	0.136	0.022	0.549	0.600	Not Supported
H5	SN > CPI	0.115	0.069	0.021	2.310	Supported
H6	HM*PEOU > CPI	0.026	-0.002	0.945	0.069	Not Supported
H7	HM*PU > CPI	0.042	-0.087	0.011	2.557	Supported
H8	HM*PBC > CPI	0.033	0.172	0.000	4.007	Supported
H9	HM*ATD > CPI	0.035	-0.190	0.000	4.396	Supported
H10	HM*SN > CPI	0.029	-0.013	0.663	0.436	Not Supported

H1: PEOU has a positive influence on CPI.

Hypothesis 1 (H1) states that PEOU has positively influences CPI with $p < 0.05$, path coefficient = 0.072, and $p = 0.012$. These results are consistent with previous research by Rehman et al. (2019) and Ijaz and Rhee (2018), who also found a positive impact of PEOU on purchase intention. This study highlights the significance of user- friendly online platforms in influencing customer behavior and suggests that social commerce platforms contribute to their success by providing a simplified and easy learning process. Overall, the findings emphasize the critical role of PEOU in shaping consumer behavior in social commerce settings.

H2: PU has a positive influence on CPI.

Hypothesis 2 (H2) result shows that the study's results confirm this hypothesis, showing a positive relationship between PU and CPI ($p < 0.001$, path coefficient = 0.196, $p = 0.000$). These findings are supported by Moslehpour et al. (2018), who found that social commerce positively impacts CPI. The convenience and improved shopping experience provided by social commerce platforms, as mentioned by Rehman et al. (2019), contribute to this positive relationship. Additionally, Hubona et al. (2016) highlight the influence of perceived technical utility on online buying and customer purchase intention. In summary, the study provisions the idea that PU is a

crucial factor influencing consumer behavior and purchase intention.

H3: PBC has a positive influence on CPI.

Hypothesis 3 (H3) suggests a positive relationship between perceived behavioral control (PBC) and consumer purchase intention (CPI). The study supports this with strong evidence ($p < 0.001$, path coefficient = 0.364). This finding aligns with Yang et al. (2020), Chen and Shen (2015), and Baethge (2019), who also found that PBC significantly influences CPI in social commerce. Consumers who feel confident and in control when using social media platforms are more likely to intend to make purchases through these platforms.

H4: ATD has a positive influence on CPI.

Hypothesis 4 (H4) suggests that attitude (ATD) positively influences consumer purchase intention (CPI). However, the results show no significant impact (path coefficient = 0.022, $p = 0.549$). This might be because perceived usefulness (PU) and perceived ease of use (PEOU) have a stronger influence on CPI, as noted by Rehman et al. (2019) and Moslehpour et al. (2018). Venkatesh and Morris (2000) also suggest that positive ATD is common among early tech adopters, which might not reflect the general population. Therefore, ATD may not be a key predictor of CPI in social commerce. Future studies should examine the roles of PU and PEOU in consumer behavior within social commerce.

H5: SN has a positive influence on CPI.

Hypothesis 5 (H5) proposes that social norms (SN) positively influence consumer purchase intention (CPI). The study supports this with a significant positive relationship ($p < 0.05$, path coefficient = 0.069). This finding is consistent with research by Wang and Chen (2017) and Chen and Shen (2015), and further supported by Alalwan et al. (2021), showing SN positively influences the use of social commerce platforms. Overall, social influence from peers and influencers is crucial in shaping consumers' intentions to use social commerce and make purchases.

H6: HM has a positively moderate relationship between PEOU and CPI.

Hypothesis 6 (H6) suggests that hedonic motivation (HM) affects the relationship between perceived ease of use (PEOU) and consumer purchase intention (CPI). However, the results show no significant effect, with a path coefficient of -0.002 and a p-value of 0.945, thus not supporting H6. This aligns with Liu et al. (2021), who also found no significant moderation in this relationship in social commerce. Hameed et al. (2019) noted that while HM influences CPI, it doesn't necessarily enhance the PEOU and CPI relationship. Overall, HM is important for CPI but doesn't moderate the link between PEOU and CPI.

H7: HM has a positively moderate relationship between PU and CPI.

Hypothesis 7 (H7) suggests that hedonic motivation (HM) affects the relationship between perceived usefulness (PU) and consumer purchase intention (CPI). The study found a significant positive effect, with a path coefficient of -0.087 and a p-value of 0.011, supporting H7. This aligns with the idea that customer motivation can be utilitarian or hedonic (Coimbra et al., 2022). Social commerce platforms enhance consumers' purchasing abilities and convenience (Ijaz & Rhee, 2018). Previous research by Suleman (2018) and Nguyen et al. (2020) also showed that PU influences CPI, highlighting PU important role in online shopping.

H8: HM has a positively moderate relationship between PBC and CPI.

H8 suggests that hedonic motivation (HM) influences the relationship between perceived behavioral control (PBC) and consumer purchase intention (CPI). The results show a positive moderating effect, with a path coefficient of 0.172 and a p-value of 0.001, supporting H8. This finding is consistent with Chen et al. (2021), who found HM positively affects the PBC-CPI relationship in live streaming e-commerce. HM, which refers to the enjoyment from using technology, is a strong predictor of CPI and is linked to buyer happiness and loyalty (Genoveva & Dharmaatmaja, 2022). Thus, the hypothesis is supported.

H9: HM has a positively moderate relationship between ATD and CPI.

H9 suggests that hedonic motivation (HM) affects the relationship between attitude (ATD) and consumer purchase intention (CPI). The results show a positive moderating effect, with a path coefficient of -0.190 and a p-value of 0.001, supporting H9. This means that when consumers shop online for fun and sensory experiences rather than just to buy things, their positive attitude towards the platform increases, leading to a higher chance of making a purchase. Previous studies by Anand et al. (2019) and Lopez et al. (2016) also highlight the significant role of HM in online shopping behavior.

H10: HM has a positively moderate relationship between SN and CPI.

H10 proposed that hedonic motivation (HM) influences the relationship between social norms (SN) and consumer purchase intention (CPI). However, the results show that HM does not positively affect this relationship, with a path coefficient of -0.012 and a p-value of 0.663. SN refers to the influence of others encouraging the use of social commerce platforms, while HM involves shopping to satisfy emotional needs. Since SN and HM are different, they do not interact, and H10 is not supported.

6.0 CONCLUSION & IMPLICATION OF THE STUDY

6.1 Conclusion

This study determined the influence of hedonic motivation in social commerce on daily CPI. This study examined how PEOU, PU, PBC, ATD, and SN affect HM and CPI. Also, researchers and practitioners are benefiting from current research. This research was usually empirically conducted separately. So, the study modestly reviewed the literature and thoroughly examined its theories. The review produced 10 research questions, ten hypotheses, and a model. To create a quantitative analysis, the survey was distributed online. This study found that four of five direct relationship variables (PEOU, PU, PBC, and SN) significantly and positively influence consumer purchase intention, while one (ATD) does not. Next, HN as moderation shows that three out of five variables (PU, ATD, and PBC) significantly and positively influence consumer purchase intention, while two out of five variables (PEOU and SN) do not. PLS-SEM implemented this data analysis result. To conclude, HM as a moderator will help social commerce succeed by improving characteristics including PEOU, PU, PBC, ATD, andSN.

On the other hand, the findings provide insights into the role of hedonic motivation in driving consumer purchase intention in social commerce, which is an area that has been relatively underexplored in existing literature. By incorporating hedonic motivation as a key variable, the study challenges the traditional focus of TAM and TPB on utilitarian factors such as perceived usefulness and perceived behavioral control, suggesting that hedonic motivations play a significant role in shaping consumer behavior in social commerce contexts. The study underscores the significance in social commerce, potentially overlooked in traditional TAM and TPB models. It suggests that consumers' perceptions of social pressures can notably affect purchase intentions, adding depth to our comprehension of consumer behavior. Furthermore, the findings challenge the assumption of rational decision-making in TAM and TPB, revealing the impact of hedonic motivations. This nuanced understanding contributes to advancing theories and informs future research in social commerce.

In summary, the principal finding of this study underscores that the success of the social commerce industry can be significantly enhanced by the meticulous consideration of factors like perceived ease of use, perceived usefulness, attitude, subjective norms, and perceived behavioral control, in conjunction with the incorporation of hedonic motivation as a moderating variable. This comprehensive approach promises to illuminate the intricate nuances of consumer behavior and its implications for the thriving realm of social commerce. It represents an invaluable addition to the evolving body of knowledge in this domain, offering insights for both academic research and practical applications in the field.

6.2 Theoretical Implication

This study examined how hedonic incentive in social commerce affects consumers' daily purchasing intentions. This contains all independent factors including PEOU, PU, PBC, ATD, and SN while CPI as the dependent variable, and HM as the research moderator. This study examines how the TPB theory and TAM model affect social commerce and CPI. TPB theory variables include ATD, PBC, and SN, while TAM model variables include PEOU and PU. HM

moderates the TPB theory and TAM model component for CPI connection. By examining several studies, this study introduces hedonic motivation as a moderating variable between TPB theory and TAM model and CPI for the first time. The previous study included TPB theory moderators such perceived risks, trust, commitment, customer happiness, financial resources, and consumer experience. HM was chosen as the moderator from TAM model elements because researchers wanted to observe the fun, enjoyment, entertainment, or experience of consumers using social commerce daily to make them want to buy. HM incorporated some of the factors that can support more the observation which included perceived dangers, faith, commitment, consumer happiness, financial resources, and consumer experience.

Second, this study explores several variables under TPB theory and TAM model in relation to social commerce and consumer purchase intention using hedonic motivation as a moderator. This study found that four of five direct relationship variables (PEOU, PU, PBC, and SN) positively influence CPI, while one (ATD) does not. Next, hedonic motivation as moderation shows that three out of five variables (PU, ATD, and PBC) positively influence CPI, while two out of five variables (PEOU and SN) do not. Hence, HM in social commerce will slightly affect CPI. To conclude, the current research should add to the literature for researchers to undertake relevant investigations.

6.3 *Practical Implication*

Social commerce markets and sells products on Facebook, Instagram, and Tiktok. This study has practical implications for online shops. Although hedonic motivation moderates the association between TPB theory and TAM model components and customer purchase intention in social commerce in a substantial and beneficial way, this research provides online sellers and merchants with a framework that considers PEOU, PU, PBC, ATD, and SN to improve their social commerce platform over time. To improve their business, image, products, internet page, life, etc., merchants must accept all consumer feedback on their social commerce platform, whether positive or negative. However, social commerce shops cannot precisely forecast if a client will buy because some characteristics play a substantial and positive effect in influencing whether a consumer will buy. This is because we employed HM to moderate TPB theory and TAM model towards CPI.

Social commerce retailers must create emotion, delight, and feels on their platforms to encourage consumers to buy. HM can influence consumer purchase intention through changing their PEOU, PU, PBC, ATD, and SN. HM which included fun and enjoyment as a moderator for social commerce can boost profits, target audiences, and viewership. Live streams, for instance, combine in-person shopping with e-commerce convenience. Social commerce retailers can test live Q&A's, demos, or product debuts using live stream. Retailers will take this chance to instantly address consumer questions, lowering barriers to buying and developing personalized connections. According to the Statista in 2021 report, 67% of Malaysians surveyed by said they shopped on social media for convenience. For cheaper costs, 65% of respondents browsed on social media. The simplicity and utility of social commerce platforms make internet shopping more enjoyable for consumers. This will also changecustomer purchase intentions.

7.0 LIMITATION & RECOMMENDATIONS

7.1 Limitation of the Study

The investigation revealed some rules. Our investigation encountered many obstacles while collecting data. Many recommendations have been made to prevent a similar situation from occurring in future studies. These solutions aim to prevent similar situations. The responders also had unbalanced demographics. The study was unable to obtain data from people of all ages, economic classes, and races since just a few non-students participated. If connections were distributed via social media, only similar social groups could respond. Respondents of the same race, social status, money, and hobbies may yield limited study results. Respondents will arbitrarily choose an answer to save time and effort, affecting the result's precision. The study assessed intention purpose using only six independent factors, including hedonic motivation. The questionnaire is limited to checked variables. This analysis does not consider other variables that may affect consumer buying intention. Researchers can add independent variables to improve accuracy and credibility.

7.2 Recommendation for Future Research

After analysis, recommendations address limitations. This research project's time efficiency was improved. Questionnaires should not be distributed privately to avoid responses from similar races, social classes, income levels, and ideals. Future researchers should find a more reliable questionnaire distribution method to include more demographically diverse respondents. Future researchers can get more responses from a professional survey website. The research's demographics should also focus on one area. Future research can easily gather data through online or offline questionnaires. Future research should evenly distribute the variable's items, so the study's results are clear. The minimum number of items is five. According to this study, each variable has more than 5 items depending on the topic. The current study also examined 5 independent variables such as PEOU, PU, PBC, ATD, and SN while HM as moderators of CPI. Future research should add the final step which is online shopping behavior or purchase behavior. Consumer purchase intention will mediate and keep the variable constant. This study shows that moderation is hedonic motivation, so future research should change the moderator to something easy to find during literature review (awareness, electronic satisfaction, trust, security and privacy).

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