

The Influence of Hedonic Motivation on Online Purchase Intention: The Mediating Role of Information Availability Among University Student in Bandung

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Article Info

Article history:

Received, 22-09-3035

Revised, 26-10-2025

Accepted, 24-11-2025

Keywords:

Hedonic Motivation, Online Purchase Intention, Information Availability, E-Commerce, University Students.

ABSTRACT

This study aims to examine the effect of hedonic motivation on online purchase intention (OPI) among university students in Bandung who represent a large segment of digital natives, while also analyzing the mediating role of information availability. Data were collected through an online questionnaire consisting of 18 indicators and obtained 228 valid responses. The analysis was conducted using Partial Least Squares Structural Equation Modeling with SmartPLS 4. The results of the measurement model confirmed that all constructs met the requirements for convergent validity, discriminant validity, and reliability. Among the dimensions of hedonic motivation, gratification shopping emerged as the strongest predictor, while social shopping showed weaker influence. These findings highlight the importance of emotional satisfaction and enjoyable shopping experiences in shaping students' online purchase behavior. This study contributes to the literature on digital consumer behavior and provides practical implications for e-commerce platforms to strengthen hedonic values, particularly through strategies that integrate social interaction to increase purchase intention among young consumers. Future research is encouraged to include other constructs such as utilitarian motivation, e-service quality, and electronic word of mouth, as well as broader samples to improve external validity.

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Introduction

The development of digital technology has driven significant changes in consumer consumption patterns. In Indonesia, the rapid growth of e-commerce has become one of the key indicators of this digital transformation. According to a report by [15], the total value of national e-commerce transactions reached IDR 487 trillion in 2023, an increase of 7.3% compared to the previous year. This achievement positions Indonesia as the largest e-commerce market in Southeast Asia, contributing 42.6% of the region's total transactions. In addition to technological advancements and internet accessibility, Indonesia's dominance in the e-commerce ecosystem is also supported by its large population. The Central Bureau of Statistics [6] recorded that West Java Province has a population of more than 48 million people, making it the most populous province in Indonesia. Nevertheless, the Indonesian Telecommunications Statistics [7] reported that the internet usage rate for purchasing goods/services online in West Java was only 25.70%, lower compared to DKI Jakarta (32.32%) and Bangka Belitung Islands (27.97%). This indicates that a large population does not necessarily correspond to higher online shopping intensity, thus other factors influencing digital consumption behavior need to be further explored.

In consumer behavior studies, purchase intention is considered one of the key indicators to predict the likelihood of actual purchase decisions. According to the Theory of Planned Behavior [1], intention is the most immediate determinant of behavior, formed by the combination of attitudes, subjective norms, and perceived behavioral control. In the context of online shopping, online purchase intention (OPI) becomes a crucial factor that reflects consumers' readiness to engage in transactions through digital platforms. Along with the increasing use of the internet and the rapid penetration of e-commerce, understanding the factors that drive OPI has become increasingly important. Consumers not only consider functional aspects such as price and convenience, but also psychological factors related to the shopping experience [22]. These emotional dimensions are known as hedonic motivation, namely consumers' drive to shop in order to gain pleasure, entertainment, or positive experiences. Several studies show that hedonic motivation plays a significant role in encouraging online purchase intention. Akram et al. [2] found that hedonic motivations,

such as enjoyment and pleasant shopping experiences, contribute to the increase of consumers' purchase intention. Similarly, [13] emphasized that younger generations, particularly university students, tend to be more influenced by emotional factors when making online purchases.

Recent studies further highlight the importance of information availability in the digital shopping context. Information availability refers to the accessibility and comprehensiveness of product-related data. Sugijono and Pratomo [30] found that access to information significantly influences consumer attitudes, which then affect purchase intentions on e-commerce platforms. This finding is in line [28], who emphasized that adequate and transparent information quality strengthens the effect of hedonic motivation on purchase intention by fostering trust and reducing uncertainty. In other words, when consumers shop for enjoyment and novelty, the presence of sufficient and reliable information increases the likelihood that such motivations will lead to actual purchasing behavior [14]. Hedonic motivation is increasingly relevant in the context of younger generations who are considered digital natives. According to BPS West Java [8], the number of university students in Bandung City reached 305,412, making Bandung the city with the largest student population in the province. Young generations who were born and raised in the digital environment tend to perceive online shopping not only as a means of fulfilling needs, but also as a recreational activity that provides psychological satisfaction [23].

A study by Ang [3] shows that hedonic motivation has a positive effect on OPI, particularly in the context of students and young consumers who seek enjoyable and impulsive shopping experiences. Thus, there exists a gap between the vast potential of e-commerce in West Java, particularly in Bandung City with its large student population, and the relatively low level of online shopping adoption compared to several other provinces. This underscores the need for further research on the influence of hedonic motivation on students' online purchase intention in Bandung City, while also examining the mediating role of information availability to provide a more comprehensive understanding of consumer behavior in digital platforms.

Online shopping behaviour has been widely examined in consumer research, particularly through motivational, informational, and intentional perspectives. Previous studies highlight that consumers' decisions in digital platforms are not solely determined by functional efficiency but also by emotional experiences, availability of product information, and their behavioural intention to purchase [2], [26]. To provide a strong theoretical foundation for this study, this section will discuss three main constructs, namely hedonic motivation, information availability, and online purchase intention.

Hedonic Motivation

Hedonic motivation refers to consumers' emotional drives and experiential factors that emphasize the enjoyment, entertainment, and satisfaction derived from the shopping activity itself [5], [2]. Hedonic motivation places greater emphasis on affective aspects such as fantasy, relaxation, and emotional pleasure. The activation of hedonic motivation is often associated with the emergence of impulsive buying behavior, namely spontaneous purchasing decisions made without prior planning, triggered by stimuli such as flash promotions, attractive product displays, or enjoyable shopping experiences [25]. Within the framework of the Theory of Planned Behavior (TPB), [1] states that behavioral intention is formed by attitudes, subjective norms, and perceived behavioral control.

Hedonic motivation contributes to the formation of positive attitudes toward online shopping because enjoyable experiences can enhance consumers' perceptions of control and convenience in making purchases. Furthermore, Social Learning Theory [9] explains that behavior is also learned through observation and social interaction. Consumers who observe others gaining satisfaction from online shopping activities tend to imitate them, particularly when exposed to interactive content such as product reviews, visual promotions, or influencer-driven shopping experiences [2].

According to Shopping Motivation Theory [31], [4] hedonic motivation can be divided into several dimensions that explain different forms of emotional drives in shopping. One of these dimensions is adventure shopping, which refers to the enjoyment derived from exploring new things, experiencing novelty, and appreciating the element of surprise during

the shopping process. Digital innovations such as virtual showrooms, product discovery feeds, and gamification-based content make this experience increasingly engaging and capable of fostering consumer enthusiasm [4], [2]. In addition, there is the dimension of gratification shopping, which focuses on the pursuit of emotional satisfaction, comfort, and stress relief through shopping activities.

For many consumers, particularly younger generations, online shopping is not merely a means of fulfilling needs but also serves as a recreational activity to overcome boredom or improve mood. Research by Hu et al. [21] shows that enjoyable shopping experiences, attractive interface design, and personalized promotions can enhance satisfaction and stimulate impulsive buying behavior. Furthermore, the idea shopping dimension emphasizes the enjoyment consumers feel when gaining inspiration, new information, or knowledge about the latest trends. The process of exploring products, reading reviews, or following algorithm-based recommendations often provides a creative and fulfilling experience.

Findings by [2] reveal that consumers with idea shopping motivation are more likely to return to online platforms, as they feel they are continually discovering new things relevant to their interests. In addition, social shopping reflects the pleasure derived from social interactions during shopping. These activities may include reading and writing reviews, engaging in community forums, participating in live shopping events, or sharing experiences through social media. Kumar & Yadav [24] emphasize that social shopping also fulfills identity and social recognition needs, thereby enhancing the hedonic value of the online shopping experience. In conclusion, the dimensions of hedonic motivation indicate that online shopping is not merely perceived as an economic activity, but also as a means of entertainment, relaxation, idea exploration, and social interaction. Collectively, these aspects contribute to the formation of online purchase intention. Therefore, this study proposes the following hypothesis:

H1: Hedonic motivation has a positive effect on online purchase intention.

Information Availability

Information availability refers to how easily consumers can access and how well the quality of product information is presented on e-commerce platforms [27]. This includes comprehensive product descriptions, specifications, prices, user reviews, seller credibility, shipping details, and return policies. In the rapidly evolving digital shopping environment, consumers heavily rely on structured and easily understandable information to support their decision-making process. Akram et al. [2] showed that access to complete and consistent product data plays an important role in enhancing trust toward e-commerce platforms while reducing consumers' hesitation before making a transaction.

Furthermore, Akram et al. [2] emphasised that the clarity of information can strengthen the relationship between shopping motivations and online purchase intention, as accurate information fosters consumer confidence in evaluating a product. Ang [3] highlighted that Generation Z, as digital natives, tend to choose e-commerce platforms that present product variations clearly and provide relevant recommendations. This generation perceives information availability as a factor that supports efficiency and convenience in shopping. Similarly, Fülöp et al. [13] underlined that in a highly competitive digital market, information needs to be curated accurately to facilitate quick evaluations that match users' personal preferences. If information is presented unclearly, consumers may experience decision fatigue and eventually abandon their shopping carts.

A comparable condition was also found by Kumar and Yadav [24], who explained that in sustainable consumption, such as eco-friendly fashion products, the depth and clarity of information regarding material sources, quality, and certification have a significant influence on consumers' ethical value evaluation [13]. Overall, previous studies indicate that information availability not only strengthens the functional aspects of purchasing decisions but also acts as a mediator in the relationship between hedonic motivation and online purchase intention. Adequate information availability enables hedonic motivation to transform into actual purchase intention, as consumers gain confidence and trust in the selected products [30]. Accordingly, the following hypotheses are proposed:

H2: Hedonic motivation has a positive effect on information availability.

H3: Information availability has a positive effect on online purchase intention.

Online Purchase Intention

Online purchase intention (OPI) refers to consumers' psychological tendency or conscious intention to make purchases through digital platforms, reflecting individuals' readiness and willingness to engage in online transactions [22]. According to the Theory of Planned Behavior (TPB) introduced by Ajzen [1], behavioral intention is formed by three main components: attitude toward the behavior, subjective norms, and perceived behavioral control. Therefore, OPI is regarded as the most immediate predictor of actual purchasing behavior in the e-commerce domain. In the digital context, TPB is often combined with the Technology Acceptance Model (TAM) [11], which emphasizes the importance of perceived usefulness and perceived ease of use in encouraging technology acceptance.

Nguyen et al. [26] integrated TPB and TAM to explain OPI more comprehensively, identifying three main indicators: (1) the intention to shop online when a need arises, (2) the willingness to make purchases through online platforms in the near future, and (3) the perceived obligation or preference to use such platforms for future transactions. The study by [26] serves as the primary foundation for this research because it offers an integrative model that combines the Theory of Planned Behavior (TPB) [1] with the Technology Acceptance Model (TAM) [11].

Through this model, OPI is explained more comprehensively by considering cognitive, social, and technological perception factors. In addition, Nguyen et al. [26] include the dimension of perceived enjoyment as a representation of hedonic motivation, which has been proven to strengthen the relationship between consumer attitudes and online purchase intention. This framework is considered highly relevant for this study, as it aligns with the characteristics of university students as digital natives who not only consider functional aspects but also seek enjoyable shopping experiences that motivate them to engage in online transactions. Therefore, the following mediation hypothesis is proposed:

H4: Information availability mediates the relationship between hedonic motivation and online purchase intention.

Method

This research defines core latent constructs that are adapted from earlier theoretical and empirical studies on digital consumer behavior. The variables were selected with the consideration that online purchase intention arises from emotional impulses shaping consumer choices. Hedonic motivation has been highlighted as a dominant explanatory factor for why individuals are drawn to online shopping experiences [13]. In contrast, online purchase intention is positioned as the central dependent variable, representing consumers' tendency and readiness to engage repeatedly with e-commerce platforms [26].

Hedonic Motivation (X) covering adventure shopping, idea shopping, social shopping, gratification shopping and Online Purchase Intention (Y) defined as the willingness of consumers to make future purchases through digital platforms. The measurement of these constructs relied on indicators adapted from established literature. The survey instrument was designed as a questionnaire containing 18 items, with responses recorded on a five-point Likert scale (1 = strongly disagree to 5 = strongly agree).

Data Collection and Analysis

This study targeted individuals who are actively engaged in e-commerce transactions as its primary population. The aim was to investigate both the frequency and volume of online purchases. As a result, the focus was placed on e-commerce users who consistently make online purchases. Data collection was conducted using a purposive sampling technique to ensure that the participants met the specific criteria of the study's objectives. The questionnaire consisted of two main sections: (a) the first section gathered demographic information from participants, such as age, gender, educational level, monthly expenses, and the e-commerce platforms they commonly use; and (b) the second section aimed to examine the relationships between the key variables under study. To maintain the relevance and accuracy of the responses, only individuals who had made at least one online purchase in the

past three months were eligible to complete the survey. This eligibility criterion was chosen to enhance the reliability of the data by capturing respondents' motivations, behaviors, and decision-making processes while their experiences were still recent. By focusing on consumers with recent purchasing activity, the study minimizes the risk of memory-related biases, thereby improving the overall accuracy of the data.

The primary data were obtained by distributing an online questionnaire to university students in Bandung who fulfilled the research criteria. A total of 228 eligible respondents were successfully gathered for this study. Data analysis was carried out using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4 (version 4.1.0.9). This technique was deemed appropriate because it can estimate complex models with numerous indicators, does not require normal distribution of data, and is suitable for relatively small to medium-sized samples [29]. PLS-SEM is also widely applied for examining latent constructs that cannot be directly observed but are measured indirectly through several indicators [10].

The evaluation of the measurement model (outer model) focused on testing convergent and discriminant validity as well as construct reliability [18], [20]. Convergent validity was assessed through factor loadings and Average Variance Extracted (AVE) [12], [16], while discriminant validity was tested using the HTMT criterion [20]. Reliability was further confirmed by examining Cronbach's Alpha and Composite Reliability values [17], [19]. Afterward, the structural model (inner model) was analyzed to investigate the hypothesized causal links among latent variables. The significance of these relationships was evaluated through bootstrapping procedures using t-statistics and p-values.

Results and Discussion

Out of 228 participants, 62% were male and 38% were female. The sample was largely composed of individuals aged 18–22 (56%), followed by those aged 23–27 (44%). In terms of academic affiliation, nearly half were enrolled at Universitas Padjadjaran (48%), while the remainder came from institutions such as, Telkom University, Universitas Katolik Parahyangan, Intitut Teknologi Bandung, and several others. Regarding platform

preferences, Shopee dominated usage with 97.4% of respondents indicating it as their primary choice, whereas several others were used to a lesser extent. Expenditure patterns showed that most respondents reported monthly spending between IDR 2,000,001–3,000,000 (25%), reflecting the typical financial capacity of middle-income students. The majority engaged in online shopping at a moderate rate, completing no more than one to three transactions each month.

Structural Model

The research model provides a general overview of the phenomenon under study. In accordance with the topic of this research, the model examines the influence of hedonic motivation on online purchase intention and the mediating role of information availability. Hedonic motivation includes adventure shopping, gratification shopping, social shopping, and idea shopping [2]. Information availability is measured based on indicators from Akram et al. [2] include detail of information, prices, and plan. Online purchase intention is measured based on indicators from Nguyen et al. [26], which include intention to buy, willingness to recommend, and purchase frequency. The following figure presents the structural model of this research.

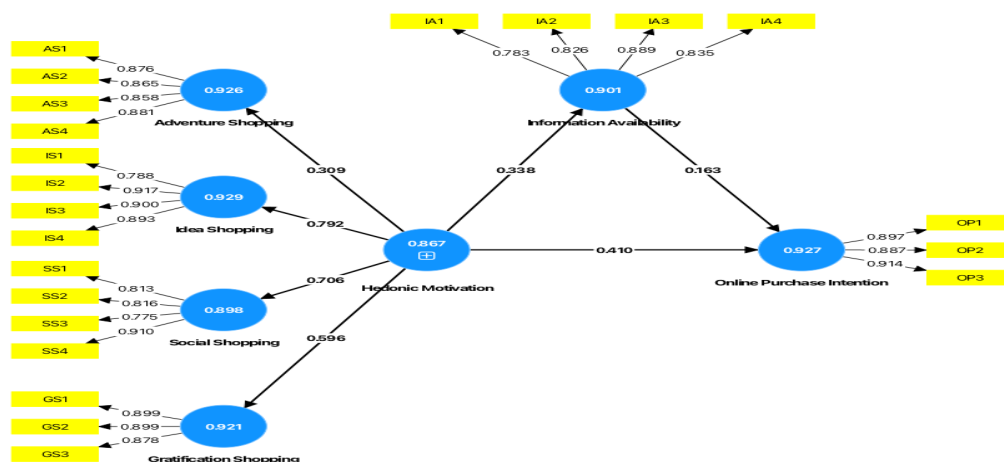


Figure 1. Structural Model

Source: Primary data processed by the researcher (PLS-SEM, 2025).

Outer Model

The assessment of the measurement (outer) model was carried out to verify that it satisfies the validity and reliability requirements prior to analyzing the structural model. This stage involved three main evaluations: convergent validity, discriminant validity, and construct reliability. Convergent validity was examined to determine whether the indicators appropriately capture the constructs they are intended to measure. Discriminant validity was assessed to confirm that each construct is distinct from the others. Reliability testing was also conducted to check the internal consistency of the measurement items. Convergent validity was specifically tested using two indicators: factor loadings and the Average Variance Extracted (AVE). [18] recommend that factor loadings should exceed 0.70, with AVE values not falling below 0.50.

Table 1. Loading Factor

	AS	IS	SS	GS	OP	IA
AS1	0,876					
AS2	0,865					
AS3	0,858					
AS4	0,881					
IS1		0,788				
IS2		0,917				
IS3		0,900				
IS4		0,893				
SS1			0,813			
SS2			0,816			
SS3			0,776			
SS4			0,910			
GS1				0,899		
GS2				0,899		
GS3				0,878		
OP1					0,898	

	AS	IS	SS	GS	OP	IA
OP2					0,887	
OP3					0,914	
IA1						0,783
IA2						0,826
IA3						0,889
IA4						0,835

Source: Primary data processed by the researcher (PLS-SEM, 2025).

Table 2. Average Variance Extracted (AVE)

	AVE
Adventure Shopping	0,757
Idea Shopping	0,767
Social Shopping	0,689
Gratification Shopping	0,796
Online Purchase Intention	0,809
Information Availability	0,696

Source: Primary data processed by the researcher (PLS-SEM, 2025).

The analysis revealed that every indicator achieved a loading factor above the threshold of 0.70, indicating that all items effectively capture their respective constructs. Similarly, the Average Variance Extracted (AVE) values for all constructs were greater than 0.50, which satisfies the requirements for convergent validity. These outcomes suggest that the constructs are clearly established and theoretically robust, thereby ensuring a reliable foundation for the subsequent assessment of validity and reliability.

Subsequently, discriminant validity was assessed to confirm that the constructs are empirically independent from one another. The analysis applied the Heterotrait–Monotrait (HTMT) ratio, where values lower than 0.90 are considered acceptable benchmarks [18]. The results provide convincing evidence that the constructs in the model are not only

statistically reliable but also conceptually distinct, thereby reinforcing the theoretical soundness of the measurement framework.

Table 3. Heterotrait–Monotrait Ratio (HTMT)

	AS	GS	IS	IA	OP	SS
AS						
GS	0,110					
IS	0,194	0,340				
IA	0,142	0,218	0,250			
OP	0,334	0,195	0,360	0,343		
SS	0,399	0,198	0,298	0,337	0,518	

Source: Primary data processed by the researcher (PLS-SEM, 2025).

Table 3 reports the HTMT ratios for all pairs of constructs, which fall comfortably below the recommended threshold of 0.90. These outcomes demonstrate that the constructs do not exhibit problematic correlations, thereby confirming that each construct captures a unique dimension. In other words, the discriminant validity results affirm that the constructs are not only statistically valid but also conceptually independent, thus strengthening the overall credibility of the measurement model. After establishing both convergent and discriminant validity, the analysis proceeded to test construct reliability.

Reliability testing was conducted to evaluate the internal consistency of the model, ensuring that the indicators associated with each construct consistently reflect the intended concept. Two reliability measures were applied, namely Cronbach's Alpha and Composite Reliability (CR). [19] suggest that values above 0.70 are considered satisfactory. The consistently strong reliability scores across all constructs further confirm the robustness of the measurement tool and provide assurance that the dataset is dependable for subsequent structural model evaluation.

Table 4. Reliability

	Cronbach's alpha	Composite reliability
Adventure Shopping	0,893	0,926
Gratification Shopping	0,872	0,921
Idea Shopping	0,898	0,929
Online Purchase Intention	0,882	0,927
Social Shopping	0,848	0,898
Information Availability	0,855	0,901

Source: Primary data processed by the researcher (PLS-SEM, 2025).

Table 4 demonstrates that all constructs surpassed the minimum threshold criteria. This outcome shows that the indicators within each construct display strong mutual consistency. The uniformly high reliability values across constructs confirm that the measurement instrument achieves a high degree of internal consistency. Such findings reinforce the robustness of the outer model and provide a solid foundation for advancing to the structural model analysis.

Inner Model

The assessment of the inner model was carried out to evaluate both the explanatory capability and the structural linkages between the latent constructs. This stage focused on analyzing the path coefficients, which serve as indicators of the hypothesized relationships in terms of their direction, magnitude, and statistical validity. Within the framework of PLS-SEM, path coefficients function in a manner comparable to standardized regression weights, where larger coefficient values signal stronger predictive effects [18].

To ensure the reliability of these estimates, a bootstrapping technique with 5,000 subsamples was applied. Bootstrapping is widely recognized as a rigorous resampling method that enhances the robustness of statistical inference. By repeatedly drawing random subsamples from the original dataset, this procedure generates distributions of parameter estimates, enabling the computation of t-statistics and p-values. These statistics provide clear

evidence on whether the hypothesized paths are significant, thereby validating the proposed causal relationships within the structural model. In addition to testing significance, the bootstrapping approach strengthens confidence in the stability of the results, reducing the risk that findings are merely sample-specific. Consequently, this step not only verifies the hypothesized relationships but also reinforces the robustness of the theoretical framework through empirical testing.

Table 5. Path Coefficients 1

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Hedonic Motivation -					
> Online Purchase Intention	0,464	0,466	0,061	7,606	0,000

Source: Primary data processed by the researcher (PLS-SEM, 2025).

Table 5 illustrates that hedonic motivation exerts a positive and statistically significant influence on online purchase intention ($\beta = 0.466$; $t = 7.606$; $p < 0.001$), thereby confirming the first hypothesis (H1). This finding indicates that the proposed relationship is empirically supported and reinforces the view that online shopping behavior among students is driven solely by emotional satisfaction, enjoyment, and experiential aspects embedded in hedonic motivation play a decisive role in shaping their purchasing intentions. These results highlight the importance for e-commerce platforms to design engaging and enjoyable shopping experiences, as such factors can enhance consumers' willingness to engage in online transactions.

The result is in line with Shopping Motivation Theory, which explains that hedonic shopping motives such as adventure, gratification, idea, and social shopping collectively contribute to consumers' emotional engagement during the purchasing process. The high coefficient value obtained in this study indicates that students tend to view online shopping

as an entertaining and relaxing activity that provides emotional gratification and social connection, which suggests that individuals may learn and imitate shopping behaviors observed from peers or influencers who derive satisfaction and enjoyment from online purchasing activities.

Overall, the empirical evidence confirms that hedonic motivation acts as a psychological driver that transforms online shopping from a functional necessity into a pleasurable and socially reinforced experience. Consequently, this result underscores the need for e-commerce platforms to emphasize interactive, visually appealing, and emotionally engaging features that enhance the hedonic value of online shopping and stimulate consumers' purchase intentions.

The second hypothesis test was conducted to examine the effect of hedonic motivation on information availability. This analysis aimed to assess whether consumers who shop for enjoyment, entertainment, or emotional satisfaction also perceive a higher level of information clarity and completeness on e-commerce platforms. Previous studies have suggested that hedonic motives often stimulate exploratory behaviour, making consumers more attentive to product descriptions, reviews, and recommendations that enrich their shopping experience [27].

Table 6. Path Coefficients 2

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Hedonic Motivation - > Information Availability	0,338	0,342	0,061	5,527	0,000

Source: Primary data processed by the researcher (PLS-SEM, 2025).

The results in Table 6 show that hedonic motivation has a positive and significant effect on information availability, with a coefficient value of 0.338, a t-statistic of 5.527, and a p-value of 0.000. This finding indicates that the hypothesis is supported, as the effect is in the expected direction and the significance level is well below 0.05. These results confirm

that consumers driven by hedonic motives tend to value and utilise the availability of product information more intensively, as it supports their exploratory and enjoyable shopping process [2]. Hence, e-commerce platforms should ensure that information is presented in a comprehensive and engaging manner, since consumers with strong hedonic motivation are more likely to respond positively when such information is accessible and reliable [3].

This result aligns with hedonic shopping behavior is often characterized by exploratory and experience-seeking tendencies. Individuals who shop for enjoyment or adventure value the process of discovering new products and exploring alternatives, which inherently depends on the accessibility and richness of available information. The finding also supports the view presented by Akram et al. [2] that accurate and detailed product information enhances consumer engagement by satisfying their curiosity and reinforcing emotional enjoyment during the shopping process. When information is easily available and visually appealing, consumers with strong hedonic motivation can immerse themselves more deeply in the shopping experience, transforming their exploration into an enjoyable activity rather than a task-oriented search.

In conclusion, the findings provide empirical support that hedonic motivation positively influences the perception of information availability in online shopping contexts. Consumers with high hedonic tendencies rely on detailed, engaging, and credible information to satisfy their emotional and exploratory needs. Consequently, e-commerce platforms should focus on improving the quality, clarity, and interactivity of product information to enhance both the experiential and functional dimensions of the online shopping journey.

Meanwhile, the third hypothesis test was conducted to examine the effect of information availability on online purchase intention. This variable was tested to determine the extent to which the availability of complete, clear, and relevant information on e-commerce platforms can encourage consumers' purchase intentions. This analysis is important because previous studies have emphasised that the quality and completeness of

information are key factors influencing consumers' purchasing decisions in digital environments [2].

Table 7. Path Coefficients 3

			Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Information Availability -							
>	Online	Purchase	0,163	0,165	0,069	2,356	0,019
Intention							

Source: Primary data processed by the researcher (PLS-SEM, 2025).

The results in Table 7 show that information availability has a positive and significant effect on online purchase intention, with a coefficient value of 0.163, t-statistic of 2.356, and a p-value of 0.019. This finding indicates that the second hypothesis (H2) is supported, since the direction of influence is consistent with expectations and the significance level is below 0.05. These results reinforce the view that the better the information availability offered by a platform, the higher the likelihood that consumers will engage in online purchasing [2]. Therefore, e-commerce providers need to pay attention to aspects such as detailed product information, customer reviews, price transparency, and service policies, as these factors have been proven to enhance consumer confidence as well as purchase intention [24].

Information availability enhances consumers' shopping experience by supporting their exploratory and idea-driven motivations. The process of browsing product descriptions, reading reviews, or comparing options fulfills informational curiosity and provides cognitive satisfaction that contributes to a positive attitude toward purchasing. This indicates that information availability not only serves a functional role but also satisfies consumers' intrinsic motivations related to discovery and learning within the shopping environment.

In conclusion, the significant relationship between information availability and online purchase intention demonstrates that structured, transparent, and credible information not only reduces uncertainty but also supports social learning and exploratory motivations

in online environments. Therefore, e-commerce platforms should focus on improving the depth, clarity, and interactivity of information to enhance both the cognitive and experiential aspects of consumer decision-making, ultimately leading to stronger online purchase intentions.

The fourth hypothesis test was carried out to investigate the mediating role of information availability in the relationship between hedonic motivation and online purchase intention. This analysis was conducted using a bootstrapping approach with 5,000 subsamples, which produces more stable and reliable estimates of indirect path coefficients [18]. Testing the mediation effect is important because it allows researchers to understand how hedonic motivation that drives consumers to shop can be translated into purchase intention through the mechanism of information availability that supports the product evaluation process [30].

Table 8. Path Coefficients 4

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Hedonic Motivation -> Information Availability - > Online Purchase Intention	0,055	0,056	0,026	2,114	0,035

Source: Primary data processed by the researcher (PLS-SEM, 2025).

The results in Table 8 show that hedonic motivation has a positive and significant effect on online purchase intention through information availability, with a coefficient value of 0.055, a t-statistic of 2.114, and a p-value of 0.035. This indicates that the third hypothesis (H3) is supported, as the p-value is below 0.05 and the coefficient direction is consistent with the proposed assumption. These findings highlight that when consumers are driven by hedonic motivation, the presence of complete and relevant information plays a crucial role

in strengthening their intention to make online purchases. Previous studies also revealed that high-quality information can function as a mediator linking psychological factors with purchasing decisions, particularly in the context of online shopping among younger generations [2]. Thus, this result enriches the theoretical understanding of the strategic role of information availability and provides practical implications for e-commerce providers to continuously improve the transparency and interactivity of product information presentation.

Discussion

The structural model in this study provides an overview of the relationships among the variables analyzed, particularly regarding how hedonic motivation influences online purchase intention and how information availability functions as a mediating variable. The model was developed in accordance with the research focus, which emphasizes consumer behavior among university students within the context of e commerce in Bandung. Hedonic motivation in this study is operationalized through four dimensions, namely adventure shopping, gratification shopping, social shopping, and idea shopping, as proposed by previous researchers [2]. These four dimensions represent the emotional motivations and pleasurable experiences that encourage students to engage in online purchasing.

Meanwhile, information availability is measured using indicators adapted from Akram et al. [2], which include detail of information, prices, and plan. These indicators reflect the extent to which students perceive that product related information is complete, clear, and easily accessible during the online shopping process. The variable online purchase intention is measured based on indicators developed by Nguyen et al. [26], which consist of intention to buy, willingness to recommend, and purchase frequency. These indicators describe the tendency of students to make a purchase, recommend a product or platform, and maintain consistency in their online shopping activities. Overall, the structural model illustrates the flow of influence from hedonic motivation toward online purchase intention, both directly and indirectly through information availability. The relationships among these constructs are visualized in the structural model that forms the basis for the subsequent analysis.

To complement the assessment of the structural relationships described previously, it is essential to first ensure that the measurement model meets the required standards of validity and reliability before proceeding to the structural analysis. The evaluation of the outer model was conducted to confirm that the measurement instruments in this study operate accurately and consistently prior to entering the structural analysis. Three main aspects were examined, namely convergent validity, discriminant validity, and construct reliability. The results indicate that all indicators have loading factors above 0.70, which suggests that each item successfully represents its respective construct. The AVE values for all constructs are also well above the minimum threshold of 0.50, indicating that the proportion of variance explained by the indicators is adequate. These findings confirm that all constructs meet the criteria for convergent validity.

In addition, discriminant validity was assessed using HTMT, and all construct pairs show values below 0.90. This indicates that each construct maintains conceptual clarity and does not overlap with others. Therefore, each variable in the model can be considered empirically distinct. In the final stage, construct reliability was examined through Cronbach's Alpha and Composite Reliability, and all values exceed 0.70. This demonstrates strong internal consistency among the indicators within each construct, indicating that the measurement instruments can be categorized as reliable. Overall, the evaluation of the outer model confirms that all indicators are valid and reliable, ensuring that the measurement model is appropriate for use in the subsequent structural analysis.

The results of the inner model testing indicate that all four hypotheses are supported. Hedonic motivation has a significant positive effect on online purchase intention, showing that students are more inclined to make online purchases when they experience enjoyment and excitement during the shopping process. Information availability also exhibits a significant mediating effect, although the direct influence of hedonic motivation on online purchase intention is stronger than the indirect effect. These findings suggest that emotional value functions as the primary driver of purchase decisions, while information availability reinforces the relationship as a secondary but meaningful mechanism.

Hedonic shopping itself is characterized by exploratory behavior, idea seeking, and experiential enjoyment. The availability of rich and engaging product information aligns with these intrinsic motivations by offering opportunities for discovery, comparison, and inspiration. Students who derive pleasure from browsing and exploring product options rely on detailed and visually appealing information to sustain their engagement. As a result, information availability helps transform hedonic impulses into concrete purchase intentions by fulfilling not only emotional needs but also cognitive expectations throughout the shopping journey.

The significant mediating effect of information availability therefore highlights that the relationship between hedonic motivation and online purchase intention is not solely emotional but is strengthened through informational and social mechanisms. When consumers are provided with comprehensive, credible, and engaging information, their hedonic motivations are more easily converted into confident and informed intentions to purchase. These insights emphasize the importance for e-commerce platforms to integrate affective enjoyment with informational depth in their design and communication strategies to effectively support students' online purchasing behavior.

Conclusion

The findings of this study indicate that the PLS-SEM approach applied is both appropriate and reliable in capturing the determinants of online purchase intention. The empirical evidence reveals that hedonic motivation exerts a significant and positive effect on consumers' willingness to engage in online shopping. The strong and significant effect of hedonic motivation on online purchase intention demonstrates that emotional enjoyment and experiential satisfaction remain the primary determinants of online consumer behavior. This result confirms that consumers driven by pleasure and enjoyment in the shopping process are more likely to develop a stronger intention to make online purchases. It highlights that affective and experiential factors form the core foundation for understanding online purchasing behavior, particularly among younger consumers who treat shopping as a source of entertainment and self-expression.

The positive relationship between information availability and online purchase intention further indicates that cognitive elements play a reinforcing role in consumers' decision-making process. When product information is complete, clear, and easily accessible, consumers gain greater confidence in evaluating their choices, which helps transform their positive emotional responses into actual purchase intentions. This shows that while emotions initiate the desire to shop, information supports the rationalization of that desire by providing assurance and clarity.

The mediating effect of information availability between hedonic motivation and online purchase intention suggests that information functions as a bridge connecting affective enjoyment to behavioral intention. However, the empirical evidence that the direct influence of hedonic motivation on online purchase intention is stronger than the indirect effect through information availability reveals that emotional satisfaction remains the dominant force in shaping online purchasing behavior. This finding offers a theoretical contribution by clarifying the hierarchy of influence between affective and cognitive factors, showing that the emotional dimension exerts a more immediate and substantial impact on consumers' purchase intentions, while information serves as a complementary factor that enhances trust and decision certainty.

Among its dimensions, gratification shopping emerges as the strongest predictor, suggesting that the pursuit of emotional fulfillment, enjoyment, and self-reward plays a central role in shaping purchase intention. In this context, affective experiences and enjoyable interactions during the shopping process are more decisive in influencing consumer behavior than functional or efficiency-oriented considerations.

Based on the test results, the value of social shopping was recorded to be lower than the other hedonic dimensions. This condition indicates that the social aspect of online shopping has not yet been fully utilized by consumers. Therefore, e-commerce sellers can enhance hedonic motivation in the social shopping dimension by encouraging consumers to perceive online shopping as a shared activity. This can be achieved through group promotion strategies, such as joint-purchase discounts for friends or family, bundling offers for

collective consumption, or referral programs that provide benefits both to the buyer and to the invited friend. In this way, online shopping is not merely viewed as an individual transactional activity, but also as a social moment and an interactive medium that can strengthen consumers' purchase intention.

This research was limited to examining hedonic motivation as the primary explanatory variable, which narrows the scope of interpretation regarding factors influencing online purchase intention. Although hedonic aspects provide meaningful insights into consumers' emotional drivers, online shopping behavior is also shaped by other determinants that were not included in this study. Future research is therefore encouraged to incorporate additional constructs such as utilitarian motivation, electronic word of mouth, and e-service quality. Including these variables would contribute to the development of a more comprehensive and multidimensional research model, allowing scholars to capture both rational and affective aspects of consumer decision-making.

Moreover, the respondent sample in this study was restricted to university students in Bandung, which may limit the diversity of perspectives and experiences reflected in the findings. Future studies should therefore expand their scope by collecting data from respondents with more varied backgrounds in terms of region, educational attainment, occupation, and income levels. A more heterogeneous sample would not only improve external validity but also enhance the generalizability of the results across broader consumer segments.

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