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Understanding Gen Z's Online Purchase Behavior through their Hedonic and Utilitarian Motivation

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Abstract: The COVID-19 pandemic ushered in lockdowns, limiting consumer movement to their homes and preventing consumers from shopping in brick-and-mortar stores. Consequently, consumers were reliant on e-commerce to manage their daily purchases of goods and services. This exacerbated the use of e-commerce and fast-tracked the growth of the digital economy. In this study, Gen Z's consumer motivation is investigated using hedonic and utilitarian motivation and the Unified Theory of Acceptance and Use of Technology (UTAUT). Consumer motivation remains a crucial part of consumer behavior studies given its prominence in influencing consumer action, consumer decision-making and preferences. In particular, the effects of hedonic and utilitarian motivation on online purchase behavior were investigated. This study utilized a quantitative approach through the deployment of a survey questionnaire online. The data from 156 respondents was analyzed using SmartPLS 4.0 utilizing Partial-Least Squares Structural Equation Modelling. Approximately 44% of the respondents started shopping online for the first time during the pandemic (i.e., 2020 and 2022). The results indicated that the Gen Z respondents were motivated by utilitarian and hedonic motivation when shopping online, in particular by Idea Shopping motivation and Efficiency motivation. Additionally, Social Influence and Facilitating Conditions were significant factors in influencing Behavioural Intention, and Behavioural Intention influenced Purchase Behaviour. The evidence suggests that the respondents were not novice online shoppers but rather experienced online shoppers.

Keywords: *Technology Acceptance Model, shopping motivation, utilitarian motivation, hedonic motivation, online purchase behavior*

1. Introduction and Background

The value of Asia's e-commerce revenue in 2023 amounts to USD 1,664 billion, the highest when compared to global regions and surpassing the Americas by almost half the value (Statista, 2024). Undoubtedly, e-commerce has expanded rapidly over the past decade and its growth was further spurred by the Covid-19 pandemic. The COVID-19 pandemic resulted in lockdowns and movement orders where consumers were not able to leave their homes and convene in public spaces, a crucial public health policy that was used as a temporary measure to control the spread of the COVID-19 disease. As a consequence of the pandemic, the consumer's shift to the digital economy was deemed to be necessary and inevitable. Following the easing of lockdowns, consumers continued to use e-commerce in their daily lifestyles with almost 92% of consumers embracing online shopping and then continuing as e-commerce users even after the easing of movement restrictions (McKinsey, 2024). Consumers continuing to use ecommerce platforms resulted in a massive growth of the ecommerce sector which incidentally aligns with the growth of digital economies in the Southeast Asia region as indicated by the direction of local government policies. In Southeast Asia, where the estimated population is around 570 million, the trend of e-commerce is expected to grow with a projected expansion rate of 20 – 30% annually (Hrjnic, 2020).

Consumer adoption of e-commerce or consumer use of technology takes place when consumers begin using technology (via online sites, platforms, apps, and mobile devices) for their daily tasks. Within information systems literature, technology acceptance research has resulted in a substantial amount of literature on the adoption and use of technology in the consumer's life (Hu et al., 1999). Specifically, the prominence of the Unified Theory of Acceptance and Use of Technology (UTUAT) (Venkatesh et al., 2003) prevails due to its application to multiple technology adoption contexts. In recent years in consumer online shopping, UTAUT has been applied to various contexts including e-wallet adoption (Bommer et al., 2022), social e-commerce (Habeeb et al., 2021), mobile payment (de Sena Abrahão et al., 2016) and webrooming (Chimborazo-Azogue et al., 2021). The wide use of UTAUT is encouraged by calls to extend and use the theory in various contexts. In 2003, Venkatesh et al. suggested testing UTAUT across various technologies, specifically on e-commerce applications. Additionally, Venkatesh et al. (2016) highlighted the necessity of extending the UTAUT model to better understand technology acceptance and use. Further analysis of UTAUT's contributions by incorporating new

exogenous or endogenous variables would extend the understanding of consumer acceptance phenomena.

In this study, UTAUT will be extended through an investigation into consumer shopping motivation. Shopping motivation has been studied through various approaches resulting in multiple interpretations (Arnold and Reynolds, 2003; Westbrook and Black, 1985; Bloch et al., 1994). In consumer behavior, motivation is a pertinent area of study given its importance in motivating consumer behavior (Lee, 2006; Rajamma et al., 2007) and consumer preference (Dawson et al., 1990). Therefore, the investigation into hedonic and utilitarian motivation in the larger online shopping context is needed to understand the consumers' drive towards their goal which is to purchase using e-commerce (Novela et al., 2020). The importance of understanding consumer motivation in e-commerce is crucial given that shopping motivation is an established area of study whereby, consumers can be motivated by utilitarian motivation (Babin et al., 1994) and hedonic motivation (Arnold and Reynolds, 2003). Consumer motivation can influence engagement, user experience (O'Brien, 2010), purchase intention (Koch et al., 2020) and even persuasive marketing strategies (Adaji et al., 2020) in e-commerce. Evidently, a consumer's motivational drive is a pertinent and ever-evolving puzzle for consumer researchers to understand. Therefore, this study pursues the investigation of utilitarian and hedonic motivation in online shopping focusing on Gen Z. Gen Zs are the focus of this study given that are likely to adopt the use of e-commerce platforms for the first time during and post-pandemic (i.e., 2020, 2021); beyond the lifting of movement restrictions.

2. Literature Review

Unified Theory of Acceptance and Use of Technology: UTAUT was introduced in 2003 by Venkatesh et al. and was first developed to integrate various theories explaining technology and innovation adoption across fields such as management, marketing, social psychology, and information systems (Williams, Rana, and Dwivedi, 2015). UTAUT was put forward based on the synthesis of eight competing theoretical models during a time when the influence of the internet and personal computers for consumer use was growing. The models that formed the basis for UTAUT include Social Cognitive Theory (SCT), Motivational Model (MM), Innovation Diffusion Theory (IDT), TPB and TAM (C-TPB-TAM), Theory of Planned Behaviour (TPB), Theory of Reasoned Action (TRA), Technology Acceptance Model (TAM), and Model of PC Utilization (MPCU). In UTUAT, the probability of adopting technology is shaped by four main factors which are - 1) Performance Expectancy, 2) Effort Expectancy, 4) Social Influence, and 5) Facilitating Conditions. Additionally, the impact of these factors is moderated by variables such as age, gender, experience, and the voluntariness of use. The fundamental concept of UTAUT rests on the principle that behavioral intention predicts behavior which also aligns with that of TAM (Venkatesh et al., 2003).

In an analysis of UTAUT studies, the theory has been used in multiple contexts including studies in information systems, systems used in the office, general-purpose systems, and specific business systems (Williams et al., 2016). Specifically in consumer behavior, UTAUT has been employed repeatedly to explain consumer behavior in mobile shopping (Tan et al., 2010) online banking (Zhou et al., 2010), online shopping (Chang et al., 2016; Amjad-ur-Rehman, 2019; Erjavec et al., 2022) and mobile commerce (Marinković et al., 2020).

According to Venkatesh et al. (2003), Performance Expectancy refers to the likelihood that an individual believes that using the system will help him or her to attain gains in job performance. In voluntary and mandatory settings, evidence indicates that Performance Expectancy becomes the key predictor of both, behavioral intention and behavior (Zhou, Lu and Wang, 2010; Venkatesh, Thong and Xu, 2016). Studies also indicate that Performance Expectancy is a key determinant in user acceptance or rejection of technology (Yang and Forney, 2013; Ratten, 2015; Tarhini et al., 2016;). It is inferred through previous studies that Performance Expectancy has a significant influence on the users' intention to purchase online (Musleh et al., 2015; Yeganegi and Elias, 2016). The proposed hypothesis is as follows:
H1: Performance Expectancy has a significant influence on Behavioural Intention

Effort Expectancy is defined to be the degree of ease associated with the use of the system (Venkatesh et al., 2003). The concept of Effort Expectancy revolves around the users' perception of their ease or difficulty in using a specific technology. Naturally, when users increase their experience and become more familiar with the said technology, Effort Expectancy then loses its' significance as a factor that shapes user intention to use the technology (Gupta, Dasgupta and Gupta, 2008; Chauhan and Jaiswal, 2016). Evidence from previous studies

indicates that behavioral intention is shaped by Effort Expectancy (San Martín and Herrero, 2012; Alleyne and Lavine, 2013; Escobar-Rodríguez and Carvajal-Trujillo, 2014; Ho et al., 2016; Isaias et al., 2017; Tan and Lau, 2016). Thus, the following hypothesis is proposed:
H2: Effort Expectancy has a significant influence on Behavioural Intention

Another factor influencing behavioral intention in UTAUT is Social Influence. Social Influence indicates the degree to which an individual perceives that important others believe he or she should use technology. Social Influence refers to social norms that might shape the individual's decision to use technology. In particular, social norms can mediate the relationship between intention and behavior adoption (Venkatesh et al., 2003). Evidence suggests Social Influence emerges in mandatory contexts that require user compliance, however, is less influential in non-mandatory user contexts (Venkatesh and Davis, 2000). Even though the evidence is mixed on the consistency of social norms on adoption behavior across different contexts, Ho et al. (2016) specify that in online purchases, user adoption is influenced by social norms. Thus, it is likely that the prominence of Social Influence in user adoption can vary across different contexts (Zhou, Lu and Wang, 2010; Chauhan and Jaiswal, 2016). Resultant to the above, the following hypothesis is proposed:
H3: Social Influence has a significant influence on Behavioural Intention

Facilitating Conditions refer to the degree to which a user believes that infrastructure exists to support the use of the system, whether organizational or technical. In the early stages of adoption, Facilitating Conditions has a significant positive effect on behavioral intention. However, the effect fades as the user continues with technology use and eventually becomes not significant. Facilitating Conditions can also have a direct effect on technology adoption behavior (Venkatesh et al., 2003). El-Masri and Tarhini (2017) and Slade et al. (2015) have found a significant effect of Facilitating Conditions on behavioral intention in online shopping. As such, the following hypotheses are proposed:
H4: Facilitating Conditions have a significant influence on Behavioral Intention
H6: Facilitating Conditions have a significant influence on Behavior

The underlying framework for UTAUT is based on the user technology acceptance model which posits that individual reactions to using information technology influence intentions, thereby shaping the actual use or behavior – whereby, behavioral intention is defined as the intention to use technology (Venkatesh et al., 2003). In UTAUT, intention is a key predictor of behavior, even in the online purchase context (Yeganegi and Elias, 2016) and is not limited to mandatory context. Previous findings indicate that behavioral intention has a significant influence on actual behavior (Venkatesh et al., 2003). Consequently, the following hypothesis is proposed:
H5: Behavioural Intention has a significant influence on Behavior

Shopping Motivation: Arnold and Reynolds (2003) identified six dimensions of hedonic shopping motivation in their study which are the following: 1) Adventure; 2) Social; 3) Gratification; 4) Idea; 5) Role; and 6) Value. Consumers can be motivated by hedonic motivations (Adventure, Gratification, Value, Social, and Idea Shopping) and utilitarian motivations (Achievement and Efficiency) (Kim, 2006). In online shopping experiences, O'Brien (2010) posits the influence of Adventure and Gratification shopping motivation and Achievement shopping motivation. When consumers look for enjoyable experiences to improve their mood or anxiety, consumers are deemed to have gratification-seeking motivation (Arnold and Reynolds, 2003). Gratification is delivered through the convenience of online platforms which are accessible at all times and enable the user to readily indulge in pleasurable shopping experiences (Jones et al., 2003). Additionally, consumers also seek adventure shopping whereby stimulation, excitement, and a sense of escapism are sought. Some consumers also seek out thrill and adventure. This concept aligns with previous research, which highlights that shoppers frequently pursue sensory stimulation as part of their shopping activities (Arnold and Reynolds, 2003). Attainment of delight and enthusiasm when shopping forms an aspect of adventure-seeking in consumer shopping (To et al., 2007). Conversely, Idea shopping motivation requires consumers to obtain and gather information and evidence about product use and the latest trends while they are (Horváth and Adıgüzel, 2018). Idea shopping can be a pleasurable experience for consumers who obtain pleasure from learning about new products and staying in the know (Arnold and Reynolds, 2003). Role shopping motivation is characterized by the enjoyment buyers experience when purchasing items for those other than themselves. Frequently, role shopping is seen to be utilitarian and less likely to be a hedonic impulse (Horváth and Adıgüzel,

2018). Consumers also can derive pleasure from shopping with friends and family – referring to social shopping motivation, consumers take part in it so that they can network and make connections with others (Arnold and Reynolds, 2003). In the online shopping context, consumers who share and exchange product information do so to build social relationships (Filipowski et al., 2012) and even build and sustain online relationships by engaging with online social groups (Lev-On and Lissitsa, 2015). Consumers seeking bargains, discounts and sales while shopping are shoppers who display value shopping motivation. These consumers invest effort in pursuit of products at discounted prices and view the attainment of a deal as rewarding (Kwon and Jain, 2009) and even pleasurable (Arnold and Reynolds, 2003).
As a result, the following hypotheses are proposed:
H7: Adventure shopping motivation has a significant influence on Behavioural Intention
H8: Gratification-seeking motivation has a significant influence on Behavioural Intention.
H9: Idea shopping motivation has a significant influence on Behavioural Intention
H10: Social shopping motivation has a significant influence on Behavioural Intention
H11: Role shopping motivation has a significant influence on Behavioural Intention
H12: Value shopping motivation has a significant influence on Behavioural Intention

In contrast to hedonic motivations, Babin et al. (1994) emphasize that utilitarian motivations center on efficiency and achieving specific goals during shopping. Rationality and the attainment of goals become the central theme in utilitarian shoppers where consumers strive for deliberate shopping experiences which are logical and efficient (Babin et al., 1994; Wolfinbarger and Gilly, 2001; Monsuwe et al., 2004; Delafrooz et al., 2009). A benefit of utilitarian-motivated online shopping includes crowd avoidance, time-efficient transactions and convenience (Brusch et al., 2019). Consumers favoring utilitarian motivations while shopping are looking for convenience, timely delivery, security, service and time savings. These consumers also use the Internet for information gathering contributing to decision-making (Shim et al., 2001). The inherent value consumers hold in shopping convenience has the potential to influence the decision of whether or not to shop online (Clemes et al., 2014) and thus, their online purchase intention. As such, the following hypotheses are proposed:
H13: Achievement motivation has a significant influence on Behavioural Intention
H14: Efficiency motivation has a significant influence on Behavioural Intention

3. Research Methodology

This research focuses on Gen Z (born between 1997 to 2012) aged between 20 to 24 years old who shop online. 156 respondents were retained from an initial 160 respondents after data cleaning whereby four respondents were removed due to inconsistent responses. The total number of respondents exceeds the minimum sample size calculated using G*Power (Faul, Erdfelder, Lang and Buchner, 2007). The minimum sample size was ascertained with a minimum power of 0.80, an effect size of 0.15, a 5% probability of error, with twelve predictors, whereby a minimum sample size of 87 is required. This study uses purposive sampling where respondents selected were online shoppers. Purposive sampling was chosen due to its efficiency and cost-effectiveness in attaining the objectives of this research design. Moreover, an online questionnaire incorporating the UTAUT construct items (Venkatesh et al., 2003) and the hedonic and utilitarian motivation items (O'Brien, 2010) was used in the questionnaire and was measured using a 7-point Likert scale ranging from 'Strongly Disagree' to 'Strongly Agree'. Finally, demographic information about the respondents' online shopping behavior formed the last part of the questionnaire. For data analysis, Partial Least Squares Structural Equation Modelling (PLS-SEM) analysis was conducted using SmartPLS4 software. This approach was chosen because PLS-SEM is potent for testing theoretical models for prediction purposes and is especially useful for complex models that include many constructs (Hair et al., 2019).

4. Results

Profile of Respondents: The respondents were undergraduate students aged between 21 and 22 years old and were of Malay ethnicity who were currently shopping online. From the sample, a total of 43.59% of the respondents only started purchasing online since the introduction of the Movement Control Order in 2020 and 2021 during the Covid-19 pandemic, where Malaysian citizens were restricted to their homes and could travel only within a radius of 10 km or less. Even so, about 67% of the respondents claim to be moderately to highly experienced in using online portals for shopping. Although the respondents were based in different geographic

locations across Malaysia, all respondents were able to purchase online. A larger majority of the respondents were from Selangor and Johor, making up about 53% of the total. The respondents from the remaining states comprise not more than 6% of the total each (Refer to Table 1)

Table 1: Online Purchasing Information and Geographic Location (n=156)

Started purchasing online because of the Movement Control Order (in 2020 or 2021)	
Yes	43.59
No	56.41
	100
Location	
Perlis	1.28
Kedah	5.13
Pulau Pinang	3.21
Perak	3.21
Kelantan	1.92
Terengganu	3.21
Pahang	5.77
Selangor	37.18
Negeri Sembilan	5.13
Melaka	0.64
Johor	16.03
Sabah	3.21
Sarawak	5.77
Wilayah Persekutuan Putrajaya	1.92
Wilayah Persekutuan Labuan	0.00
Wilayah Persekutuan Kuala Lumpur	6.41
	100
Level of Experience	0.64
Not experienced at all	2.56
Very little experience	9.62
Slightly experienced	19.23
Moderately experienced	26.28
Adequately experienced	31.41
Very experienced	10.26
Extremely experienced	0.00
	100.00

Measurement Model Analysis: In the measurement model analysis, the analysis of reliability and validity for the constructs are detailed in Table 2. Construct reliability—with Cronbach's alpha, composite reliability, and rho A—exceeding the 0.7 threshold (Hair et al., 2022) indicates that construct reliability was achieved for all measures with one exception - Cronbach's alpha for Efficiency motivation. However, the Cronbach alpha for Efficiency motivation is still within the acceptable range of being above 0.60 (Hair and Brunsveld, 2019) and thus was accepted. Outer loading scores were observed to be above 0.70 except for item AC1 (removed), demonstrating reliability (Hair et al., 2022). For convergent validity, the average variance extracted (AVE) scores were found to be 0.50 (Hair et al., 2022). The discriminant validity assessment using the heterotrait-monotrait ratio (HTMT) indicated values below 0.90. Also, the Fornell-Larcker Criterion (Table 6) revealed the square root of the AVE for each construct to be greater than the inter-construct correlations. The cross-loadings

(Table 7) show that all items were strongly associated with their corresponding constructs, thereby displaying discriminant validity (Hair et al., 2022).

Table 2: Measurement Model Evaluation

Constructs	Outer loadings	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability	Average variance extracted (AVE)
EE1	0.886	0.91	0.911	0.937	0.788
EE2	0.918				
EE3	0.863				
EE4	0.883				
PE1	0.884	0.847	0.857	0.908	0.767
PE2	0.915				
PE3	0.826				
SI1	0.924	0.931	0.933	0.956	0.879
SI2	0.942				
SI3	0.946				
FC1	0.866	0.884	0.895	0.92	0.742
FC2	0.902				
FC3	0.881				
FC4	0.793				
BI1	0.888	0.893	0.897	0.934	0.824
BI2	0.896				
BI3	0.939				
AD1	0.899	0.861	0.873	0.915	0.782
AD2	0.864				
AD3	0.89				
GR1	0.936	0.896	0.897	0.935	0.829
GR2	0.931				
GR3	0.863				
ID1	0.898	0.868	0.887	0.919	0.79
ID2	0.92				
ID3	0.847				
SO1	0.871	0.896	0.912	0.935	0.827
SO2	0.92				
SO3	0.935				
RO1	0.958	0.878	0.923	0.942	0.89
RO2	0.928				
VA1	0.812	0.804	0.806	0.884	0.718
VA2	0.886				
VA3	0.843				
Beh1	0.957	0.916	0.921	0.96	0.922
Beh2	0.964				
AC1	0.687	0.874	0.887	0.916	0.734
AC2	0.884				

AC3	0.93				
AC4	0.904				
EF1	0.843	0.692	0.715	0.865	0.762
EF2	0.903				

Structural Model Evaluation: Through the VIF scores (below 5), multicollinearity was not observed (Hair et al., 2022). Using bootstrapping with 10,000 resampling as specified by Becker et al. (2023), significance testing was carried out. The findings as reported in Table 3 show significant relationships for SI → BI (β = 0.223, t = 2.21, p < 0.05), FC → BI (β = 0.387, t = 2.971, p < 0.05), BI → BEH (β = 0.261, t = 2.581, p < 0.05), ID → BI (β = 0.152, t = 2.155, p < 0.05) and EF → BI (β = -0.131, t = 2.071, p < 0.05). The remainder of the hypotheses were not significant. Small effect sizes (f^2) were obtained for SI → BI (f^2 = 0.043, p < 0.05), FC → BI (f^2 = 0.084, p < 0.05), BI → BEH (f^2 = 0.032, p < 0.05), ID → BI (f^2 = 0.033, p < 0.05) and EF → BI (f^2 = 0.027, p < 0.05) (Cohen, 2013). The results indicate that 66.6% of the variance in BEH was explained by the variables in the study and 9.6% of the variance in BEH was accounted for by the BI construct (Figure 1). The Q^2 prediction scores were above zero thus showing predictive relevance for BI (0.574) and BEH (0.051) (Chin et al., 2020; Shmueli et al., 2019) (Table 4).

Table 3: Structural Model Evaluation

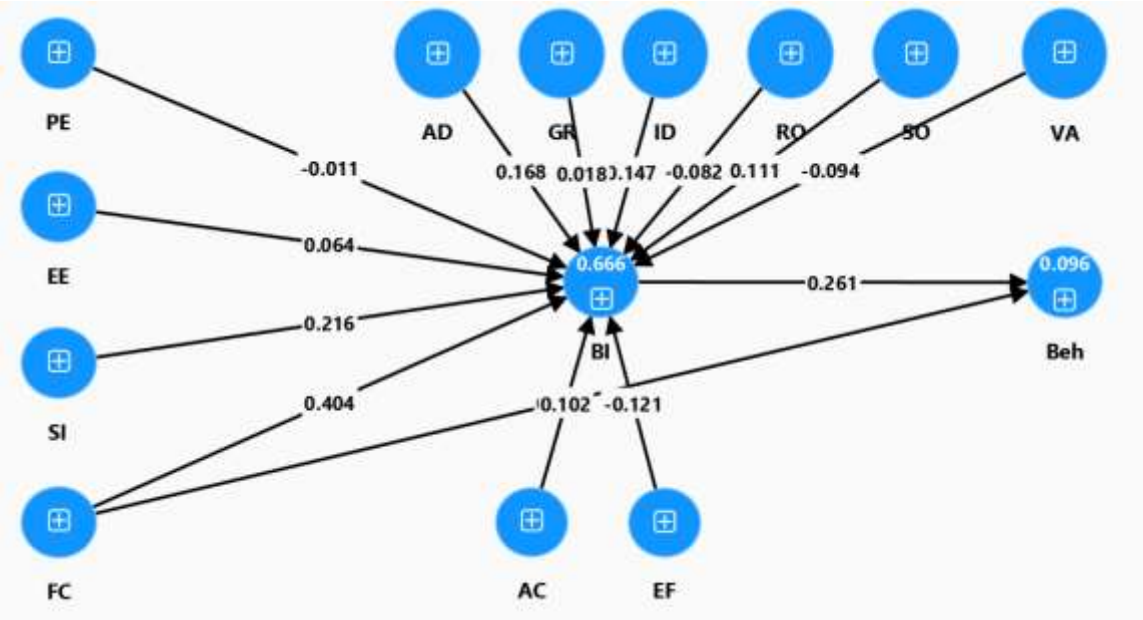
Hypotheses	Path	Standard beta	Standard error	t-value	p-value	Decision
H1	PE → BI	-0.011	0.091	0.115	0.908	Not supported
H2	EE → BI	0.06	0.121	0.498	0.618	Not supported
H3	SI → BI	0.223	0.101	2.21	0.027	Supported
H4	FC → BI	0.387	0.13	2.971	0.003	Supported
H5	BI → BEH	0.261	0.101	2.581	0.01	Supported
H6	FC → BEH	0.061	0.109	0.562	0.574	Not supported
H7	AD → BI	0.172	0.106	1.621	0.105	Not supported
H8	GR → BI	0.012	0.108	0.116	0.908	Not supported
H9	ID → BI	0.152	0.07	2.155	0.031	Supported
H10	SO → BI	0.113	0.084	1.337	0.181	Not supported
H11	RO → BI	-0.08	0.104	0.762	0.446	Not supported
H12	VA → BI	-0.083	0.108	0.77	0.441	Not supported
H13	AC → BI	0.117	0.092	1.276	0.202	Not supported
H14	EF → BI	-0.131	0.063	2.071	0.038	Supported

Table 4: Effect Sizes, Q prediction, R squared and VIF Evaluation

Hypotheses	Path	f^2	VIF	Q^2 predict	R^2
H1	PE → BI	0	2.833	0.574	0.666
H2	EE → BI	0.003	4.339		
H3	SI → BI	0.043	3.23		
H4	FC → BI	0.084	5.0		
H5	BI→ BEH	0.032	2.335	0.051	0.096
H6	FC → BEH	0.002	2.335		
H7	AD → BI	0.023	3.627		
H8	GR → BI	0	2.638		
H9	ID → BI	0.033	1.935		
H10	SO → BI	0.011	3.31		

H11	RO → BI	0.007	2.813
H12	VA → BI	0.007	3.55
H13	AC → BI	0.008	3.723
H14	EF → BI	0.027	1.604

Figure 1: Results of the Model Assessment



Discussion

Facilitating Conditions and Social Influence both had a significant impact on Behavioural Intention. Some observations indicate that in mandatory settings, Social Influence directly affects Behavioural Intentions because compliance is driven by the prospect of social rewards or punishments related to technology use or non-use. In contrast, others propose that in voluntary settings, Social Influence directly influences personal beliefs about technology. This observation stems from internalization and also identification, as individuals would want to keep a positive image and enhance their social status within their reference group by adopting the technology (Venkatesh and Morris, 2000; Venkatesh and Davis, 2000). The effect of Facilitating Conditions on Behavioural Intention is expected to increase with experience. Users are able to find multiple avenues for help and support needed to act on the behavior, and thus are able to remove any usage obstacles that may hinder long-term use (Bergeron et al. 1990). For this study, consumers shopping online display the ability to navigate and use online sites to fulfill their need to shop online. Moreover, Behavioural Intention has a significant influence on Purchase Behaviour, indicating that Gen Z consumers followed through with their intention to shop online.

Motivations exist as shopping goals (Westbrook and Black, 1985) and utilitarian and hedonic motivations are seen as the basic categories for understanding consumers (Babin, Darden and Griffin, 1994). Consumers prone to utilitarian shopping motivation seek efficiency while consumers shopping due to hedonic motivation seek entertainment and enjoyment (Hirschman and Holbrook, 1982). Babin et al. (1994) observe that consumers motivated by hedonic motivation shop because they enjoy the process of shopping while consumers motivated by utilitarian motivation shop for utility or functional benefits. In this study, Idea Shopping emerges to be a significant hedonic motivator of Gen Z's online shopping behavioral intention. Given that Idea Shopping refers to the consumers' act of collecting information, ideas and keeping abreast of trends when they are shopping (Horváth and Adıgüzel, 2018), consumers who are motivated in this manner derive pleasure from obtaining information about new products and services to stay on top of the latest trends (Arnold and Reynolds, 2003).
Within the dimensions of utilitarian motivation, Efficiency emerged in this study to have a significant effect on behavioral intention. Shopping efficiency is reflected in factors like convenience, product variety, product

information, and cost savings. Convenience is a major advantage of online shopping, offering the ability to shop from anywhere at any time (Rohm and Swaminathan, 2004). Online shopping also provides utilities such as location convenience, extended store hours, and fast, efficient checkouts (Rohm and Swaminathan, 2004). Thus, efficient shopping is a key feature of task-oriented shopping activities (Tauber, 1972).

5. Conclusion

This study explores both utilitarian and hedonic motivations in online shopping with a specific focus on Generation Z. Generation Z is of particular interest because they are expected to have begun using e-commerce platforms for the first time during and after the pandemic, especially as movement restrictions are lifted. The study revealed that Gen Z consumers are motivated by both utilitarian and hedonic motivations. For utilitarian motivation, Efficiency was a significant factor influencing the consumer's behavioral intention. Furthermore, for hedonic motivation, Idea Shopping emerged to be a significant factor in shaping behavioral intention. Facilitating Conditions and Social Influence were also significant factors contributing to Behavioural Intention while Behavioural Intention significantly influences Purchase Behaviour. According to the factors from UTAUT that were significant (Facilitating Conditions and Social Influence), it would appear that Gen Z online shoppers can easily navigate online shopping sites. Limitations to this study include a lack of specificity of the online sites that were used and the categories of products or services that were purchased online. This factor could provide a clearer picture of the motivation behind online purchases and such, future studies should consider the investigation of motivation based on specific types of products and services or online platforms rather than a generalized approach such as that employed in this study. Of particular interest, it would be noteworthy to see how Gen Z's motivation changes over a longitudinal period as they transition into different life phases.

The practical implications of note include the role of peer and Social Influence on youth online purchases where Gen Z's online purchase intention is shaped by those whose opinions matter to them. Thus, social shopping or shopping functions on social media platforms are expected to perform well with users in their early 20s. For this age cohort specifically, the connections between social media influence and what these consumers purchase would be beneficial to observe given that they are influenced by social norms. Additionally, Gen Zs are confident in their ability to purchase online despite (44% of the respondents) only having four years' experience in shopping online. Gen Z appears to be able to navigate through online shopping platforms easily. Practitioners looking to roll out or test variations of online shopping sites, apps and social shopping could look to Gen Z as early adopters. Gen Z users would likely adopt quickly to platform and functional changes in online platforms. Finally, given that Gen Z is motivated by both utilitarian and hedonic motivation namely, Efficiency and Idea Shopping – online shopping sites and apps should remain easy to use with quick speeds, easy checkout and a simple repeat purchase process to appeal to shoppers seeking efficiency. E-commerce and e-business platforms targeting Gen Z should bear in mind that speed and accessibility would matter to form the perception of efficiency in the young consumer's mind. Also, users from Gen Z enjoy online shopping given their indulgence in Idea Shopping to keep up with trends and new products. Practitioners would benefit from ensuring trendy items and the latest products are stocked in their online store if they want to appeal to consumers from Gen Z.

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Appendices

Table 5: HTMT

	AC	AD	BI	Beh	EE	EF	FC	GR	ID	PE	RO	SI	SO	VA
AC														
AD	0.724													
BI	0.681	0.712												
Beh	0.221	0.168	0.34											
EE	0.675	0.569	0.709	0.308										
EF	0.656	0.5	0.368	0.075	0.366									
FC	0.811	0.699	0.84	0.28	0.906	0.514								
GR	0.556	0.829	0.556	0.246	0.355	0.319	0.506							
ID	0.398	0.568	0.511	0.298	0.27	0.281	0.415	0.647						
PE	0.498	0.565	0.638	0.269	0.868	0.373	0.788	0.406	0.287					
RO	0.614	0.719	0.507	0.129	0.418	0.237	0.505	0.679	0.609	0.305				
SI	0.672	0.642	0.767	0.258	0.761	0.548	0.878	0.472	0.391	0.72	0.488			
SO	0.647	0.797	0.549	0.07	0.353	0.291	0.441	0.68	0.659	0.333	0.833	0.449		
VA	0.876	0.802	0.658	0.26	0.609	0.375	0.765	0.702	0.648	0.478	0.82	0.593	0.769	

Table 6: Fornell-Larcker Criterion

	AC	AD	BI	Beh	EE	EF	FC	GR	ID	PE	RO	SI	SO	VA
AC	0.857													
AD	0.625	0.884												
BI	0.609	0.633	0.908											
Beh	0.201	0.151	0.307	0.96										
EE	0.604	0.511	0.646	0.284	0.888									
EF	0.532	0.392	0.295	0.056	0.308	0.873								
FC	0.716	0.612	0.756	0.259	0.819	0.411	0.861							
GR	0.487	0.729	0.499	0.224	0.322	0.25	0.451	0.91						
ID	0.351	0.5	0.461	0.27	0.25	0.207	0.371	0.578	0.889					
PE	0.431	0.483	0.56	0.242	0.764	0.291	0.687	0.352	0.248	0.876				
RO	0.528	0.621	0.459	0.127	0.376	0.193	0.447	0.602	0.548	0.263	0.943			
SI	0.607	0.578	0.703	0.238	0.702	0.443	0.799	0.432	0.362	0.643	0.449	0.937		
SO	0.564	0.697	0.497	0.066	0.322	0.236	0.393	0.608	0.586	0.291	0.731	0.413	0.909	
VA	0.718	0.672	0.567	0.221	0.519	0.291	0.643	0.6	0.556	0.399	0.69	0.52	0.661	0.847

Table 7: Cross Loadings

	AC	AD	BI	Beh	EE	EF	FC	GR	ID	PE	RO	SI	SO	VA
AC1	0.687	0.627	0.472	0.1	0.425	0.261	0.509	0.504	0.485	0.275	0.666	0.497	0.713	0.815
AC2	0.884	0.456	0.463	0.171	0.538	0.504	0.607	0.376	0.205	0.385	0.349	0.46	0.365	0.588
AC3	0.93	0.502	0.578	0.216	0.535	0.503	0.654	0.412	0.259	0.401	0.433	0.558	0.439	0.546
AC4	0.904	0.561	0.555	0.19	0.562	0.533	0.668	0.386	0.267	0.404	0.379	0.553	0.436	0.543
AD1	0.559	0.899	0.628	0.146	0.515	0.327	0.577	0.651	0.472	0.465	0.554	0.542	0.619	0.627
AD2	0.496	0.864	0.505	0.138	0.356	0.335	0.504	0.569	0.405	0.362	0.512	0.473	0.588	0.531
AD3	0.602	0.89	0.536	0.116	0.471	0.383	0.538	0.711	0.444	0.447	0.579	0.511	0.643	0.618
BI1	0.652	0.645	0.888	0.25	0.688	0.342	0.789	0.478	0.4	0.554	0.467	0.656	0.479	0.573
BI2	0.445	0.507	0.896	0.286	0.482	0.227	0.604	0.447	0.466	0.467	0.376	0.597	0.432	0.483
BI3	0.545	0.562	0.939	0.302	0.575	0.227	0.653	0.431	0.394	0.497	0.399	0.655	0.44	0.481
Beh1	0.178	0.12	0.283	0.957	0.248	0.08	0.232	0.185	0.266	0.19	0.106	0.221	0.032	0.2
Beh2	0.207	0.168	0.306	0.964	0.295	0.03	0.263	0.243	0.254	0.271	0.136	0.236	0.092	0.223
EE1	0.469	0.463	0.56	0.25	0.886	0.296	0.687	0.225	0.264	0.766	0.306	0.583	0.298	0.395
EE2	0.481	0.39	0.556	0.198	0.918	0.18	0.678	0.214	0.203	0.759	0.308	0.603	0.277	0.392
EE3	0.588	0.449	0.572	0.259	0.863	0.213	0.765	0.388	0.205	0.614	0.34	0.626	0.285	0.527
EE4	0.598	0.508	0.603	0.297	0.883	0.395	0.77	0.311	0.215	0.581	0.376	0.676	0.283	0.522
EF1	0.3	0.272	0.227	0.07	0.14	0.843	0.261	0.226	0.288	0.17	0.088	0.347	0.156	0.13
EF2	0.598	0.401	0.284	0.032	0.373	0.903	0.439	0.213	0.096	0.323	0.234	0.421	0.247	0.354
FC1	0.59	0.533	0.67	0.274	0.671	0.322	0.866	0.434	0.405	0.567	0.444	0.693	0.392	0.543
FC2	0.657	0.515	0.643	0.306	0.758	0.38	0.902	0.377	0.295	0.637	0.375	0.696	0.283	0.584
FC3	0.663	0.561	0.726	0.183	0.775	0.367	0.881	0.375	0.267	0.62	0.383	0.726	0.353	0.534
FC4	0.55	0.502	0.548	0.106	0.602	0.352	0.793	0.366	0.315	0.537	0.33	0.631	0.326	0.566
GR1	0.403	0.651	0.467	0.19	0.263	0.176	0.396	0.936	0.555	0.323	0.573	0.408	0.544	0.535
GR2	0.419	0.68	0.435	0.22	0.294	0.191	0.395	0.931	0.52	0.298	0.503	0.332	0.541	0.559
GR3	0.508	0.66	0.457	0.203	0.323	0.315	0.439	0.863	0.502	0.338	0.565	0.434	0.575	0.544

ID1	0.233	0.405	0.308	0.198	0.143	0.169	0.264	0.467	0.898	0.199	0.418	0.246	0.484	0.439
ID2	0.272	0.427	0.438	0.306	0.227	0.182	0.344	0.452	0.92	0.227	0.457	0.329	0.502	0.482
ID3	0.403	0.485	0.45	0.204	0.269	0.196	0.359	0.604	0.847	0.227	0.56	0.366	0.56	0.542
PE1	0.414	0.384	0.473	0.224	0.743	0.216	0.616	0.294	0.15	0.884	0.272	0.579	0.204	0.379
PE2	0.398	0.409	0.541	0.26	0.738	0.233	0.663	0.289	0.221	0.915	0.218	0.629	0.23	0.385
PE3	0.314	0.483	0.451	0.142	0.512	0.324	0.515	0.347	0.284	0.826	0.202	0.47	0.339	0.277
RO1	0.489	0.556	0.482	0.184	0.364	0.178	0.426	0.568	0.562	0.252	0.958	0.466	0.705	0.639
RO2	0.512	0.627	0.37	0.036	0.344	0.188	0.418	0.571	0.46	0.244	0.928	0.369	0.673	0.67
SI1	0.56	0.588	0.641	0.218	0.654	0.448	0.734	0.375	0.308	0.614	0.408	0.924	0.411	0.461
SI2	0.545	0.501	0.638	0.246	0.667	0.41	0.737	0.434	0.336	0.604	0.379	0.942	0.335	0.477
SI3	0.601	0.536	0.694	0.208	0.655	0.39	0.774	0.406	0.372	0.592	0.47	0.946	0.415	0.52
SO1	0.485	0.641	0.38	0.012	0.252	0.181	0.332	0.555	0.535	0.212	0.739	0.321	0.871	0.563
SO2	0.507	0.616	0.5	0.086	0.319	0.207	0.341	0.552	0.536	0.329	0.589	0.382	0.92	0.586
SO3	0.546	0.652	0.463	0.072	0.299	0.251	0.398	0.556	0.53	0.24	0.691	0.417	0.935	0.654
VA1	0.518	0.56	0.53	0.125	0.346	0.189	0.509	0.559	0.554	0.323	0.652	0.487	0.678	0.812
VA2	0.636	0.582	0.428	0.198	0.474	0.282	0.535	0.528	0.482	0.315	0.629	0.413	0.571	0.886
VA3	0.679	0.564	0.466	0.245	0.51	0.276	0.588	0.426	0.362	0.371	0.461	0.407	0.41	0.843