


CONSUMER SHOPPING BEHAVIOR IN INDONESIA AND THAILAND: HEDONIC AND UTILITARIAN SHOPPING VALUES

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ABSTRACT

Introduction: Shopping value, which influences shopping experiences, has garnered attention and constitutes a well-studied topic in marketing. This study aimed to measure and describe differences in consumer shopping behavior between Thailand and Indonesia regarding hedonic and utilitarian values.

Methods: This study employed a quantitative, descriptive, cross-sectional survey conducted among consumers residing in Indonesia and Thailand. The respondents comprised 70 individuals aged 18 years from Surakarta City and an equivalent number from Nonthaburi City. The data distribution and collection using questionnaires were carried out for 2 months, from July to August 2023. The data analysis was performed by utilizing SPSS software. Notably, both cities are in the process of rapid development into metropolises. Most respondents were women under 25 years old.

Results: This study discovered that Indonesian and Thai consumers performed hedonic shopping behaviors. However, consumers with hedonic shopping behaviors in Thailand were more inclined towards impulsive shopping behaviors and engaged in shopping activities out of desire rather than necessity, compared to consumers in Indonesia.

Conclusion and suggestion: This study described that both Indonesian and Thai consumers had utilitarian shopping behaviors, enabling them to accomplish their objectives and procure desired items effectively during shopping endeavors. Nonetheless, consumers in Thailand display a tendency to find their desired items and prefer to shop briefly compared to their counterparts in Indonesia. Future researchers would benefit from examining the relationship between consumer behavior and other factors such as age or gender. Understanding the influence of these variables on shopping behavior is crucial for gaining comprehensive insights into consumer preferences and decision-making processes in the retail environment.

INTRODUCTION

Different shoppers may approach the same retail environment differently, resulting in a unique purchasing experience. For instance, some customers are goal-oriented, using cognitive-oriented benefits, rational necessity, and needs to justify their purchase. On the other hand, others seek the thrills and excitement of the shopping experience itself. In other words, they buy things for enjoyment and thrill rather than efficiency (Babin et al., 1994; Wang et al., 2011). Utilitarianism and hedonism emerge as the two primary shopping inclinations (Scarpi, 2020). Many buyers want more than just fair costs and convenience, which are the cornerstones of utilitarian value. Rather than defining motivation to shop just as a purchasing function, the importance of hedonic and social shopping incentives should be acknowledged (Abdul Karim et al., 2013). Utilitarian and hedonistic shopping values in Indonesia are above average. Research involving 205 Indonesian consumers who frequently shopped monthly reveals that 69% of their monthly shopping stemmed from utilitarian shopping values while 61% of the motivation came from hedonic shopping values (Larasati, 2015).

Meanwhile, Indonesia's neighboring country, Thailand, presents a contrasting consumer behavior pattern. Thai consumers tend to exhibit a greater inclination towards spending and indulgence compared to their counterparts in other Southeast Asian countries, as evidenced by their higher debt levels. This tendency is attributed to their fast-paced lifestyles and strong work ethic, leading them to perceive indulgences as well-deserved rewards. In contrast, generally, Southeast Asian consumers tend to save and invest more (Bharadwaj et al., 2017).

By 2030, 90 million Indonesians will be consumers, surpassing all other emerging countries except China and India. This number equates to an additional \$1 trillion in annual spending by the nation's promising and increasingly sophisticated customers in consumer industries (Budiman et al., 2013). Population consumption significantly impacts economic growth, as evidenced by Indonesia's Gross Domestic Product (GDP). The Indonesian household consumption expenditure amounted to 53.65 percent of GDP in the first quarter of 2022 or IDR 4.51 quadrillion. The statistics indicate a 4.34% increase compared to the previous year's first quarter (Larasati, 2022). All components experienced positive growth, albeit at a slower pace compared to the previous quarter, driven by increased community mobility to stimulate public consumption (Deputy for Economic Affairs, 2022). The Neurosensum Technology International Company, a survey company utilizing neuroscience and artificial intelligence (AI) technology, conducted research entitled "Understanding Today's Consumer Trends" across 12 major cities in Indonesia. The company found that human lifestyles and habits have changed along with the times in which many people prefer spending on lifestyle, recreation, health, and fitness products to food (Brilio.net, 2018). The survey highlights several key points indicating significant

changes in the consumption behavior of Indonesian consumers. There is a discernible trend towards more informed choices among consumers, who are increasingly health-conscious and seek enhanced experiences with the brands and products they patronize (Hidayat, 2018). The recreation needs category increased by 40% in the last two years. Consumption of electronic products and cellular data has increased by 50% over the past two years, including the telephone and cellular sector spending which increased by 21%. Conversely, a 2% decrease in food spending was found. Fitness category and gym membership spending increased by 80%. The health category, encompassing reflexology, spa treatments, and massage services, has witnessed a 40% increase in demand among millennials and the upper-middle class (Brilio.net, 2018).

A similar change in consumer shopping behavior has occurred in Thailand. Despite recent political and economic turbulence, Thailand maintains its position of having significant consumer power. While the country's total growth rate is modest compared to fast-rising economies such as India and Vietnam, its GDP was estimated to be \$1.255 trillion within the purchasing power parity terms at the end of 2022. The world economic quality rating of Thailand is D rank, indicating poor quality (World Economics, 2022). However, it has been discovered that pockets of high growth in specific consumer categories and e-commerce are rapidly expanding.

Furthermore, an increase in wages in Thailand inspires hope among its people and drives consumers to buy a wide range of goods (Bharadwaj et al., 2017) as Thailand's market is on an increasing track (Deloitte, 2023). Urban Thai consumers keep up with the latest fashion trends more than focusing solely on the functionality of products. They want to keep updated in fashion, especially noticeable in the clothing and footwear, electronics, and appliances areas. Notably, while Thai consumers select clothing and footwear, the fit of the item outweighs its comfort for them.

Consumer behavior holds significant sway over economic impact since spending serves as an important driver of economic growth. The overall health of the economy, which is influenced by prices and inflation, is shaped by consumer demand. Consumer behavior can also influence the fate of certain industries, investments, and economic policies (Mubarik, 2023). Research has long emphasized the importance of hedonic and utilitarian shopping values, with the exploration of their effects on consumer behavior dating back to around 1980 (Vieira et al., 2018). One of the most popular and well-studied topics in marketing is value. As a result, one of its main expansions is shopping value, which assesses relevant components in consumption contexts that impact experiences for customers in shopping (Picot-Coupey et al., 2021; Leroi-Werelds et al., 2014; Gallarza et al., 2011). Consumption activities include both utilitarian and hedonistic components (Blázquez, 2014) which are two simple elementary that can encourage a wide range of

shopping behaviors (Childers et al., 2001; Chung, 2015) before and after purchasing behavior in shopping (Şener et al, 2018; Akdim et al., 2022; Maduku and Thusi, 2023) and both direct customers to distinct shopping situations (Vieira et al., 2018). Utilitarian consumption relates to customers' logic by emphasizing the achievement of desired goals through purchasing activities, whereas hedonic consumption is associated with the emotional and multisensory parts of the shopping experience (Hirschman and Holbrook, 1982; Babin et al., 1994; Chiu et al, 2014; Liu et al., 2020). In recent literature, utilitarian and hedonic values are very relevant in digitalization and technological progress. Recent research by Wang et al. (2022) states that consumer's needs for cellular innovation are influenced by perceived utilitarian, while their needs for wireless innovation are affected by hedonic values (Song, 2014). Perceived service quality and perceived affordability also greatly impact the continuous use of mobile instant messaging (Chang et al., 2017). An empirical study on the acceptability of technological items, perceived utility, and enjoyment had a beneficial effect on the intention to use information technology (Lin and Lu, 2011). According to this study, a sense of utility and entertainment substantially impact the behavioral intention to use smartwatches and continue utilizing them (Hong et al., 2017; Choi and Kim, 2016).

As of now, no published studies appear to compare consumer behavior in developing countries with above-average utilitarian and hedonistic spending values. This current study, therefore, aims to measure and describe consumer shopping behavior and desires in Thailand and Indonesia. Indonesia exhibits above-average utilitarian and hedonistic shopping values, with a projected rise in consumers surpassing that of any other emerging countries while Thai consumers are more likely to spend and indulge compared to their counterparts in other Southeast Asian countries. Hedonism and utilitarianism have distinct dimensional constructions rather than being in the opposed poles on a single-area spectrum that could be used to segment clients in a more efficient way for forecasting behavioral outcomes and also make a substantial impact on price consciousness, store loyalty, or shopping expenditure than sociodemographic characteristics such as gender or age (Scarpi, 2020). Information from the current research sheds light on the marketing and consumer industries, which could subsequently impact economic trends and strategies.

LITERATURE REVIEW

Consumer Behavior

Economists claim in microeconomic models that entirely rational consumers, who base their judgments based on logical and conscious calculations, will invariably opt to purchase the goods with the best cost-benefit ratio. Despite its limitations, several components of these models have been modernized and relevant to these days, with their

well-known influence on purchasing decisions. The macro economy has established a model that focuses on the economy's aggregated flows, encompassing the monetary value of the resources, their trends, and evolution. This concept divides people's earnings into two categories: consumption and saving. However, one of the critical flaws of this approach is that it emphasizes economic variables while ignoring the impact of psychological aspects (Reina Paz and Rodríguez Vargas, 2023). Economic interests and social relations involved in collecting activities and reactions of social subjects in consumption shape consumer behavior (Krestyanpol, 2023). Consumer behavior is the study of how the smallest entities like individuals to large ones like organizations carry out cycles of choosing, purchasing, utilizing, and setting aside goods, assistance, ideas, or the twists and turns that have gone through to fulfill their needs and desires. Marketing and environmental stimulus influence the consumer's mental state, in which a combination of mental mechanisms interact with specific consumer traits to drive decision-making processes and purchasing choices (Kotler and Keller, 2017). Moreover, consumers will gain insights from their experiences and tend to reuse products (Pratama et al., 2023).

The role of marketers is to determine what happens in the consumer's mind between the arrival of outside marketing stimuli and the final purchase decision. Consumer responses are primarily influenced by four main psychological processes: motivation, perspective, understanding, and memory (Kotler and Keller, 2017). Examining consumer mindsets through the lens of behavioral science allows businesses to scrutinize customers effectively and understand their preferences (Wang et al., 2022). A study material following consumer behavior by Holbrook and Hirschman (1982) and Hirschman and Holbrook (1982) separates utilitarian and hedonic values that can categorize these systems as hedonic or utilitarian systems. Additionally, the literature indicates that utilitarian or hedonic attributes of the product are associated with the intention of using it (Van Der Heijden, 2004; Holt, 1995; Venkatraman and MacInnis, 1985; Babin et al., 1994). These diverse concerns are translated into specific aspects of product judgments and customer attitudes, allowing individuals to differentiate between things based on their proximity to hedonic or utilitarian orientation (Dhar and Wertenbroch, 2000; Mano and Oliver, 1993; Batra and Ahtola, 1991). Therefore, hedonic and utilitarian orientations are key parts of consumer behavior. Merchants can adjust the level of hedonism and utilitarianism to meet their management goals and plans, thereby discovering a real opportunity to steer consumer behavior (Scarpi, 2020).

Utilitarian Shopping

Instrumental values are concerned by individuals who have utilitarian motivation (Wang et al., 2020; Shahzad et al., 2022). A system is formed and empowered to increase productivity on a small individual scale to a large organizational scale (Wu et al., 2013),

with improved duty performance being one of its aims outside of the user-system interaction, as indicated by instrumentality (Van Der Heijden, 2004). The utilitarian elements of the shopping experience have long been concentrated on shopping research, which has often been described as task-oriented and reasonable and directly tied to the success of the product acquisition objectives (Batra and Ahtola, 1991; Babin et al., 1994) made by a consumer through effective purchasing decision (Ham et al., 2019). Utilitarian value encompasses more cognitive aspects of attitude, such as perceived convenience and efficiency and economic value for money (Maduku and Thusi, 2023; Evelina et al., 2020). Utilitarian motivation is the level to which an individual's logical thinking, selection effectiveness, and focus on objectives motivate basic wants and inspire personal readiness to act (Keszey, 2020; Ryan and Deci, 2000). The importance of utilitarian value in predicting consumers' purchasing intentions has increased in the era of e-commerce (Keszey, 2020; Kautish and Sharma, 2018) because the majority of consumers pick mobile commerce for time and financial savings, service affordability, and product selection or range of options. All of these utilitarian reasons describe the consumer's judgment of the functional benefits derived from mobile shopping (Maduku and Thusi, 2023). Therefore, utilitarian value is essential for decision-making in online shopping (Picot-Coupey et al., 2021). Utilitarian shopping indicators are measured using the instrument by Babin et al. (1994) and validated again by Picot-Coupey et al. (2021) which consists of six items, such as "I achieved what I wanted to do while shopping".

Hedonic Shopping

Conventional explanations of product acquisition may not fully capture the entirety of the shopping experience as personally encountered by (Arnold and Reynolds, 2003; Bloch and Richins, 1983). Scholars have identified the significance of its potential for recreation and sentimental significance (Ham et al., 2019), sparking increased interest in shopping's hedonic facets over the last few years (Arnold and Reynolds, 2003; Wakefield and Baker, 1998; Roy, 1994; Babin et al., 1994; Langrehr, 1991). The notion of hedonism stems from the phrase hedonism, which refers to the belief that pleasure or happiness is the most important thing in life. Hedonic systems seek to give the user self-fulfilling value (Van Der Heijden, 2004). Hedonic values are generally associated with someone's natural drive, which is the primary advantage of customer involvement in the service or product (Wang et al., 2022; Hong et al., 2017). Hedonic motivation gauges the extent to which happiness and sensation-seeking motivate an individual's readiness to act and compel her/his basic desire (Keszey, 2020; Childers et al., 2001; Ryan and Deci, 2000). Hedonic shopping indicators are measured using the instrument developed by Babin et al. (1994) and validated again by Picot-Coupey et al. (2021) which consists of eight items: (i) joy, (ii) adventure, (iii) spur, (iv) prob, (v) enjoy, (vi) happy, (vii) escape, and (viii) continue. In one

of the hedonic shopping indicators, the example of the statement is “Shopping is really fun”.

RESEARCH METHODS

Study Design and Participants

A descriptive study was conducted to accurately depict observations of a certain real-world phenomenon (Hunziker and Blankenagel, 2021). Utilizing a cross-sectional design, this study captured information at a single point in time, giving a better reflection to analyze differences in the purchasing behavior of people in various demographic groups and sub-groups (Sreejesh et al., 2014; Teddlie and Yu, 2007). This study was focused on exploring and measuring differences in shopping behavior, especially hedonic and utilitarian values, between consumers in Thailand and Indonesia who resided in cities that were developing into metropolises. These cities were located in the heart of shopping centers where most of the business, people, leisure, and entertainment, as well as advanced infrastructure such as broadband, wireless, and a high concentration of internet usage, were concentrated.

The first area was the city of Surakarta, which had a population of 523 thousand people and an area of 46.72 sq km, which borders several districts that support the economy. Surakarta's economic growth rate was 6.25%, above Indonesia's average economic growth rate of 5.17% (y-on-y) in the second quarter of 2023. The city of Surakarta, one of the cities in Indonesia, had a consumptive purchasing pattern. The monthly average expenditure per capita in Surakarta Municipality was IDR 1,746,011 (Statistics of Surakarta Municipality, 2023). The strategic business center along the main road hosts variety of economic activities such as banks, hotels, shopping centers, international restaurants, and tourist attractions. Several modern malls and accommodation businesses were established, ranging from homestays, guesthouses, and low-budget class stars to five-star hotels. Apart from that, the batik industry is one of Surakarta's typical industries, with many batik craft centers and many labor-intensive industries that employ large numbers of employees, especially in textile manufacturing. This city has many traditional and antique markets, and it has become a tourist destination.

The second area was Nonthaburi City, home to a population of 253 thousand people and spanning an area of 38.90 sq km (citypopulation.de, 2020), which is adjacent to Bangkok and part of the Bangkok Metropolitan Area (Wikipedia, 2023). This city is developing rapidly and has a busy market near the river. Additionally, it serves as the location of a national job training center. Agricultural products like rice and plantations like fruit and vegetables become important commodities for the surrounding area. This

city offers a cheap destination but provides an extraordinary experience, which tourists can explore without spending much money (Albert and Lotha, 2020). The level of consumption in this region is notably high as seen from around 60% of the total carbon footprint of the lifestyle caused by consumption activities such as food, leisure, and mobility (Chaikaew et al., 2021).

Sampling and Data Collection

Non-probability sampling by purposive sampling was used to achieve accurate representation, allowing for comparisons and focusing on special concerns or situations (Cohen et al., 2018). According to sample size guidelines by Hair et al. (2014), the number of observations per item has a needed ratio of 5 observations per item. The number of items proposed is 14, meaning that the required sample size is 14 multiplied by 5 which equals 70. Samples were collected from the first 70 participants who voluntarily filled out the questionnaire and met the criteria of consumers aged more than 18 years through an online form on Google. This Google form link was sent to the Indonesian-Thai respondents via a messaging app. The data distribution and collection using questionnaires were carried out for 2 months, from July to August 2023. The collected data were processed using SPSS.

Measurements

Descriptive research data were attained from the questionnaire, which consisted of two sections: (1) demographic questions: gender, marriage status, age, monthly earnings, monthly expenditure, and educational status; (2) survey question items: items measuring personal shopping value (PSV) scale to measure hedonic and utilitarian shopping motivation. The hedonic shopping motivation contained eight items, and the utilitarian shopping motivation composed of six items, proposed by Babin et al. (1994) and validated again by Picot-Coupey et al. (2021) by employing a 5-point Likert scale from ‘strongly disagree’ to ‘strongly agree’ statements (Sreejesh et al., 2014; Cohen et al., 2018). The instrument items and accustomed are exhibited in Table 1.

Table 1
Instrument items

Variables	Items
Hedonic	H1 Shopping is really fun (JOY).
	H2 I feel adventurous when shopping (ADVENTURE).
	H3 I feel happy when shopping because I can act suddenly (SPUR).
	H4 When shopping, I can forget about the problem (PROB).
	H5 I feel that shopping is a more enjoyable activity compared to other activities (ENJOY).
	H6 I enjoy shopping for personal satisfaction or personal interests, not just to buy the things I want (HAPPY).
	H7 I feel free when shopping (ESCAPE).

Variables	Items
H8	I feel that I keep shopping not because I have to, but because I want to (CONTINUE).
U1	I achieved what I wanted to do while shopping.
U2	I managed to get what I wanted while shopping.
U3	When shopping, I only find the items I am looking for.
Utilitarian	U4 I feel disappointed when I do not find things I am looking for in one shop and have to look for it in another shop.
	U5 I feel smart after shopping.
	U6 I feel that the shorter the shopping time, the better.

Source extracted from literature review

RESULT AND ANALYSIS

This current study revealed from the demographic characteristics of 70 Indonesian participants that 72.28% of respondents were female and 31.4% were male. The number of Indonesian respondents at the age of < 25 years was 82.9%; that of those at 26-35 years of age was 14.3%; fewer respondents were aged 36-45 years (1.4%) and > 46 years (1.4%). Similarly, among the participants from Thailand, this study involved 17 male respondents (24.3%) and 53 female respondents (75.7%). The number of Thai respondents aged < 25 years was 72.9%; some respondents were aged 26-35 years (21.4%); fewer respondents were aged 36-45 years (5.7%), and none of the respondents were > 46 years old. It shows that the female respondents in Indonesia and Thailand dominated, and the majority were under 25 years old. Women tend to shop more than men even though they only have a moderate income, leading to a consumptive lifestyle. Scholarly research strengthens the discovery that most consumer groups in Indonesia were women, especially those aged 18 to 30 years or from late adolescence to early adulthood (Utami, 2007). Another study states that almost all women in Thailand enjoy shopping (Yulistara, 2014). There are no prominent differences in terms of monthly income, monthly expenditure, and educational status among participants.

Table 2
Descriptive characteristics of the participants

Characteristics	Indonesia Participant (n = 70)		Thailand Participant (n = 70)	
	Number	%	Number	%
Gender				
Male	22	31.4%	17	24.30%
Female	48	68.60%	53	75.70%
Marital status				
Married	14	20%	21	30%
Not married/Single	56	80%	48	68.60%
Widowed			1	1.40%
Age				
< 25 years	58	82.90%	51	72.90%

Characteristics	Indonesia Participant (n = 70)		Thailand Participant (n = 70)	
	Number	%	Number	%
26-35 years	10	14.30%	15	21.40%
36-45 years	1	1.40%	4	5.70%
> 46 years	1	1.40%		
Monthly income				
IDR<1.000.000/TBH<2.323	22	31.40%	15	21.40%
(IDR/TBH) 1.001.000-5.000.000/TBH 2.323-2.3299,4	39	55.70%	44	62.90%
IDR5.000.001-10.000.000/ TBH 11.614-23.299,4	8	11.40%	8	11.40%
IDR10.000.001-15.000.000/ TBH 23.299,4-34.844,10	1	1.40%	3	4.30%
Monthly expenditure				
IDR<1.000.000/TBH<2.323	24	34.30%	14	20%
IDR1.001.000-5.000.0000/ TBH 11.614-23.299,4	43	61.40%	55	78,60%
IDR5.000.001-10.000.000/ TBH 23.299,4-34.844,10	3	4.30%	1	0.40%
Educational Status				
Junior/Senior high school	20	28.60%		-
Associate's degree	2	2.90%	3	4.30%
Undergraduate/Graduate	48	68.60%	67	95.70%
City				
Surakarta	70	100%		
Nonthaburi			70	100%

Table 3
Descriptive of the participant's responses

Items	Minimum		Maximum		Sum		Mean		Std. Deviation	
	INA	THAI	INA	THAI	INA	THAI	INA	THAI	INA	THAI
H1 (JOY)	1	1	5	5	270	262	3.86	3.74	1.011	0.943
H2 (ADVENTURE)	1	1	5	5	244	239	3.49	3.41	0.959	1.161
H3 (SPUR)	1	1	5	5	228	271	3.26	3.87*	1.003	0.916
H4 (PROB)	1	1	5	5	219	227	3.13	3.24	1.102	1.197
H5 (ENJOY)	1	1	5	5	223	239	3.19	3.41	1.094	1.056
H6 (ENJOY)	2	1	5	5	249	244	3.56	3.49	0.942	1.126
H7 (ESCAPE)	1	1	5	5	236	238	3.37	3.40	1.106	1.095
H8* (CONTINUE)	1	1	5	5	215	243	3.07	3.47*	1.278	1.201
Utilitarian1	1	1	5	5	231	255	3.30	3.64	0.823	0.885
Utilitarian2	1	1	5	5	228	243	3.26	3.47	0.793	0.880
Utilitarian3*	1	2	5	5	233	275	3.33	3.93*	0.989	0.953
Utilitarian4	1	1	5	5	216	224	3.09	3.20	0.989	1.044
Utilitarian5	1	1	5	5	200	209	2.86	2.99	0.873	1.148
Utilitarian6*	1	1	5	5	216	252	3.09	3.60*	1.073	1.082

Noted: *: Superior

Discussion

This discussion section illustrates the outcomes of a descriptive, cross-sectional, survey-based study of consumer perceptions and shopping behaviors regarding hedonic and utilitarian values. To the best of our knowledge, no study has examined differences in consumer shopping behavior between these two shopping values across Indonesia and Thailand with above-average utilitarian and hedonistic spending values. Importantly, this study was conducted in a city area considered a metropolitan area. Overall, there are no significant differences in consumer perceptions and shopping behaviors across the two regions because both were noted as hedonic and utilitarian shoppers. However, differences were found in two hedonic indicators "spurs" and "continue", as well as two utilitarian indicators "only find the items that a consumer looked at" and "briefly or quickly shopping." Thai consumers displayed more prominent behaviors compared to consumers in Indonesia.

Based on the descriptive statistical results of respondents' responses to hedonic indicators, it is evident that both Thai and Indonesian consumers exhibit hedonic shopping tendencies to seek pleasure and enjoyment (JOY). A literature review shows several shopping values in this area, one of which is to inspire sensations of enjoyment (Neda and Kambiz, 2011). Furthermore, consumers wanted to gain new experiences and adventure (ADVENTURE). When customers show curiosity, a desire to try new things, and a sense of adventure when buying generates more excitement and satisfaction. A pleasant shopping experience may come from satisfying emotional desires to lessen or eliminate unpleasant emotions customers feel (Utami, 2016). Furthermore, consumers went shopping to forget their problems (PROB). These results indicate that consumers in Indonesia and Thailand are hedonic shoppers who use shopping activities to release stress due to their problems. Hedonic shopping value also indicates to what extent shopping is perceived as emotionally applicable, resulting in various happy and useful sentiments (Sena et al., 2019). Consumers who hedonically go shopping for personal satisfaction (ENJOY), by the theory, experience pleasure or aesthetic aspects of a product (Jane and Blythe, 2023).

Hedonic shopping value reflects instruments that directly present the benefits of a shopping experience, such as pleasure and curiosity about new things (Yanthi and Japariyanto, 2014; Samuel, 2005). According to Tifferet and Herstein (2012), hedonic motives are consuming products primarily based on the desire to experience pleasure and personal satisfaction such as enjoyment. Both Thai and Indonesian consumers strived for happiness (HAPPY), aligning with the theory that hedonic buying is inspired by the pleasure, joy, and gratification offered by ownership and use of the product. Therefore, hedonic buying is driven by lust and desires (Yim et al., 2014; Hirschman and Holbrook, 1982). Both Thai and

Indonesian consumers used shopping to release emotions (ESCAPE). According to [Lestari \(2014\)](#), the hedonic aspect is related to consumers' emotions such as happiness, hatred, anger, or adventurous feelings ([Korry and Dwiya, 2017](#)). These results follow the theory that contentment is strongly tied to hedonic more than utilitarian value in the shopping environment. Satisfaction mechanisms are assumed to be somewhat dependent on consumption context ([Fournier and Mick, 1999](#)), and the combined forces of the hedonic elements have close links between emotional reactions and satisfaction ([Wakefield and Baker, 1998](#); [Dawson et al., 1990](#)). In other words, purchasing can provoke strong emotional responses since satisfaction processes are context-dependent and tightly linked to marketplace emotions ([Jones et al., 2006](#)). Further, the shopping experience can inspire sensations of escapism ([Jones et al., 2006](#); [Babin et al., 1994](#)).

This study also shows a slight difference between hedonic consumers in Indonesia and Thailand. Consumers in Thailand were more inclined towards sudden shopping activities (SPUR), influenced by various appealing offers associated with hedonic shopping value. Hedonic consumers do not pay attention to the benefits of the products purchased, only to fulfill their pleasure ([Alba and Williams, 2013](#)). Lastly, both Thai and Indonesian consumers continued shopping based on their desire, not the need to shop (CONTINUE). According to [Yim et al. \(2014\)](#), hedonic shopping makes consumers impulsive (psychological route) while also prolonging their stay in the store (the behavioral route). When combined, impulsivity and longer stay in the store result in more significant purchases than either route alone.

The Thai and Indonesian respondents' responses to utilitarian indicators were correlated with how they managed to achieve what they wanted to do while shopping. Utilitarian consumption is frequently more goal-oriented, referring to the need to fulfill specified activities efficiently and effectively ([Li et al., 2020](#); [Childers et al., 2001](#); [Mathwick et al., 2001](#)). Consumers managed to get what they wanted while shopping, viewing utilitarian shopping value as a task or mission to be completed ([Holbrook and Hirschman, 1982](#)). According to the theory of planned behavior, consumers first develop motives that prompt them to react in a certain way. In this case, when consumers come across a product based on its utility factor, they intend to buy it to fulfill their utilitarian needs. They will purchase the item and thus complete the transaction process ([Indrawati et al., 2022](#)). Consumers feel a sense of intelligence after shopping, whereas utilitarian buying is a behavior that practically seeks to solve issues, achieve specific goals, and ultimately gain optimal value ([Babin et al., 1994](#); [Batra and Ahtola, 1991](#)).

Moreover, feeling more "intelligent" is perceived as a smart buying experience because a consumer is able to get a lower price than expected ([Scarpi, 2020](#)). Consumers can be disappointed when they fail to find the item they are looking for in one store and have to look for it in another store. Therefore, utilitarian buyers often look for details on items through numerous channels to assist them in determining which item to purchase

(Kazakevičiūtė and Banyte, 2012). This utilitarian behavior happens because people make judgments cognitively, based on instrumental considerations and with repercussions in mind in utilitarian situations (Vieira et al., 2018). Utilitarian consumers tend to find only the items they are looking for when shopping without devoting much effort and time to searching for and analyzing alternatives (Indrawati et al., 2022). Utilitarian value includes more cognitive components of attitude, such as economic "value for money" assessments (Zeithaml, 1988) and convenience and time savings (Overby and Lee, 2006; Teo, 2001; Jarvenpaa and Todd, 1996). This study also shows slight differences between utilitarian shoppers in Indonesia and Thailand. Consumers in Thailand were more likely only to shop for what they wanted in a quick duration compared to their counterparts in Indonesia.

CONCLUSION

In both Indonesia and Thailand, consumers exhibited hedonic shopping tendencies to get pleasure, gain new experiences and adventures, forget problems, get personal satisfaction and happiness, as well as release emotions. However, a slight difference existed between Thai and Indonesian hedonic consumers. Thai consumers displayed a greater propensity for sudden shopping and continued the activity based on desire rather than necessity. Utilitarian consumers in Indonesia and Thailand went shopping to achieve shopping goals, get what they want when shopping, and get benefits from shopping. However, Thai consumers demonstrated greater shopping efficiency because they were more adept at locating their desired items. In addition, they allocated time for shopping more effectively and efficiently.

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