

# Exploring the Contingent Role of Effort Expectancy on Online Purchase Intention in An E-Commerce Application

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## Abstract

**Objective:** This study examines the influence of hedonic and utilitarian values on perceived benefits and their impact on purchase intention by using effort expectancy as a moderating variable.

**Design/Methods/Approach:** This study adopts a quantitative approach by employing a non-probability sampling technique to collect a sample of 175 respondents who had used the Shopee application in Malang. The data was analyzed using SmartPLS through the measurement model test (outer model) and structural model test.

**Findings:** The results show that hedonic value and utilitarian value have a positive and significant effect on perceived benefit, hedonic value and utilitarian value have a positive and significant impact on purchase intention, and perceived benefit has a positive and significant effect on purchase intention. However, effort expectancy does not have a significant role in moderating the relationships.

**Originality:** The limited extant literature only addresses a simple direct-effect relationship between effort expectancy toward behavioral intention and use behavior. Drawing on the Unified Theory of Acceptance and Use, this research provides deep insight through position effort expectance as the moderation role. Also, this study elaborates on the effect of utilitarian and hedonic values on perceived benefit. In turn, this framework also explored the influence of perceived benefit on consumer intention to purchase in electronic commerce, further advancing an understanding of this dynamic subject matter.

**Practical/Policy Implications:** The study contributes to the existing knowledge of managerial practice by pointing out the importance of effort expectancy, which shapes the consumer's perceived benefit, and illustrating its impact in the case of purchasing intention in an e-commerce application. E-commerce companies can enhance the customer experience when accessing applications to invigorate purchase intention. E-commerce companies need to maintain their performance in terms of app ease of use and provide innovations by providing more user benefits, thereby creating loyal customers. Eventually, the company should keep earning society's trust as reliable e-commerce that meets the needs of today's digital era.

**Keywords:** Hedonic value, Utilitarian value, Perceived benefit, Effort expectancy, Purchase intention

**JEL Classification:** M30, M31, M21

## I. Introduction

In the information age, with advanced technological development and ubiquitous access to the globalized Internet, consumers devote more time and resources to online consumption, especially shopping (López *et al.*, 2014). E-commerce was a brand-new necessity that marketers discovered as a result of the Internet's development (Santoso & Bidayati, 2019). Customers have changed their focus to making purchases through these channels as the online retailing market grows and becomes more competitive (Chiu *et al.*, 2014). Since the beginning of the 1990s, the idea of online purchasing has been improved. However, compared to the Western world, online shopping application is newer in nations like Indonesia (Fitri and Wulandari, 2020).

According to the survey conducted by the Indonesian internet service providers association show that 77 percent of Indonesian citizens will use the Internet in 2022, a total population of 272,682,600 (APJI, 2022). Java Island also has the highest number of internet users, 60 % of the Indonesian population, from 2017 until now (Irawan *et al.*, 2020). Along with the increasing number of Internet users in Indonesia, most use the Internet for online shopping, primarily through the Shopee channel (Uli, 2021).

E-commerce businesses such as Shopee experienced a sharp increase in average annual revenue during this period (Fitri and Wulandari, 2020). In addition, the number of target customers is increasing, with more than 30% purchasing goods and services via the Internet (Sumarliah *et al.*, 2022). According to data from Databoks (2022b), the number of e-commerce transactions by product category shows that more than 50% of customers need primary goods (fashion, coupon, health, and food), and almost 40% of customers need secondary goods (sports, gadgets, and automobiles). It is commonly known that consumers interested in hedonic benefits look for a pleasant experience. In contrast, consumers interested in utilitarian benefits are concerned with task-related results (Bradley and LaFleur, 2016).

E-commerce marketers must be aware of the factors influencing consumer purchasing decisions, such as hedonic and utilitarian value (Evelina *et al.*, 2020). Utilitarian value is becoming an essential factor in evaluating customer behavior in e-commerce. (Gan & Wang, 2017). Customers who base their purchase decisions on utilitarian value will evaluate the product more objectively (Kesari & Atulkar, 2016). The higher value of the product, the more benefits will perceive. Hedonic value is essential when analyzing consumer behavior in e-commerce (Mutlu Yuksel Avcilar & Ozsoy, 2015). Hedonic value is a value customers see based on pleasurable experiences (Evelina *et al.*, 2020). Compared to utilitarian value, hedonic value is more personal and subjective. The more benefits are recognized, the higher the product's worth is based on a pleasant experience (Gan & Wang, 2017).

Although some risks are associated with shopping online, many benefits have changed how consumers view internet shopping. According to Bhatti & Rehman (2020), perceived benefits are associated with consumers believing and being satisfied with transactions online-based. Bhatti & Rehman (2020) also argues that customers also believe that online buying is more convenient and straightforward, offers a broader selection of products, and is less dangerous than traditional retail. When a product can create a good perception of consumer benefits, a high potential purchasing intention is associated with the product itself (Anwar *et al.*, 2021). Regarding online shopping, the efforts expectancy of applications plays an essential role in strengthening interest in buying products (Tarhini *et al.*, 2018). A possible application can encourage consumers to easily and quickly compare the benefits of various products, both from hedonic and utility perspectives (An *et al.*, 2016). Furthermore, User-friendly technology may be easily accepted and adopted by users since most users favor technology that provides them with flexibility, utility, and ease of use (Catherine *et al.*, 2017).

Although perceived benefits have made a significant contribution to the literature on retailing and consumer behavior already in existence (Nanggong, 2019; Bhatti & Rehman, 2019; Ahmad *et al.*, 2020), more research is still needed to fully understand how benefits are perceived through the lenses of both utilitarian values, hedonic value, and effort expectancy and how it may or may not affect consumer purchase decisions (Jee, 2021). In the retail context, there is inconsistency in findings as suggested by several researchers such as Chang and Tseng (2013); Chen *et al.* (2015); Putri (2015), Gan and Wang (2017), Handayani *et al.* (2020), Ho *et al.* (2020), Chen *et al.*, (2020) if the utilitarian value factor is the most dominant in forming a purchase decision. However, these findings differ from those stated by several researchers, such as Arruda Filho *et al.* (2020); Jang and Shin (2016) show that hedonic values play an essential role in purchasing decisions. Besides, Sener *et al.* (2018) publication shows that hedonic and utilitarian value had a significant result on purchase intention, while another result conducted by Sarkar (2011) shows the opposite results. These contradicting findings about the relationship between hedonic value and utilitarian value on purchase intention, and the relationship between hedonic on perceived benefit, necessitate further research into the variables that can influence this association regarding online marketplaces in Indonesia. As a result, the current study intends to advance theory by analyzing utilitarian value, hedonic value, and perceived benefit using a single framework referred to Venkatesh's (2003) called UTAUT 2.

This study examines the influence of hedonic and utilitarian values on perceived benefits and their impact on purchase intention by using effort expectancy as a moderating variable. As a result, the model under consideration is expected to provide crucial insights into online buying and answers to the following specific concerns: (1) to what extent is utilitarian and hedonic value can affect purchase decisions in shopping using e-commerce Shopee moderated by effort expectancy (2) How this research's implications are used by e-commerce vendors such as Shopee in developing

marketing strategies? To achieve the research goal, this study aims to test consumer purchasing decisions in e-commerce by proposing a theoretical model and testing it empirically. First, empirical data was collected by surveying e-commerce users in Indonesia. Then structural equation model is carried out to evaluate the model and hypotheses.

Various contributions are shaped in this study. First, this research substantiates the literature on technology adoption and use by considering hedonic and utilitarian values to predict consumer attitudes toward e-commerce applications. By employing both hedonic and utilitarian values, we extend the applicability of UTAUT 2 to a comprehensive concept of technology adoption, which is otherwise limited to the study of the effect of performance and effort expectancy, social influence, and facilitating conditions on consumers' behavioral intention. Second, by introducing consumer-perceived benefit, we depart from the previous studies restricted to delve the direct effects of UTAUT 2 antecedent on consumers' behavioral intention. This serves a unique standpoint in understanding the processes that enable the variables of consumers' perceived benefit to influence technology acceptance and use. Third, this research incorporates effort expectancy as a contingency role instead of the preceding consumers' behavioral intention toward technology acceptance. This research model, thus, elaborates the UTAUT variable in a broader context. Ultimately, a set of actionable guidelines based on empirical evidence is provided for e-commerce practitioners and marketers to exploit UTAUT 2 variables and the hedonic also utilitarian value implications to promote acceptance and use attitudes in consumers."

This article was divided into five sections. The first section was the introduction. The second part explained the influence of hedonic value, utilitarian value, perceived benefits, and effort expectancy on purchase intention. In the following sections, this article was described the research methodology, including the analysis of the results. The last section presents the study's conclusions, implications, and limitations.

## 2. Literature Review and Hypothesis Development

### *UTAUT Theory (Unified Theory of Acceptance and Use)*

Based on a review of the extant literature, Venkatesh et al. (2003) developed UTAUT as a comprehensive synthesis of prior technology acceptance research. UTAUT has four key constructs (i.e., performance expectancy, effort expectancy, social influence, and facilitating conditions) that influence behavioral intention to use technology and or technology use. We adapt these constructs and definitions from UTAUT to consumer technology acceptance and use. At the same time, the UTAUT2 model adds three additional variables, hedonic motivation, price values, and habits.

Based on Figure 1, Venkatesh et al. (2012) argue that four constructs, performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, and habit, are the direct determinants of behavioral intentions and user acceptance. Venkatesh et al. (2012) also theorized and tested a model of UTAUT 2 that explains 70% of behavioral intention. Venkatesh et al. (2012) also add that intrinsic (hedonic) motivations are essential predictors of consumer behavior according to motivation theory. Khalilzadeh (2017) denotes that, compared to other consumer behavior determinants, mobile shopping services' hedonic motivations or entertainment aspects are the most critical driver of consumer intentions. Similar to predecessor models, behavioral intention is one of the primary dependent variables of the UTAUT 2 model, and it is defined as the degree to which a person formulates a mindful plan to perform specific future behavior (Khalilzadeh et al., 2017).

UTAUT2 is a comprehensive theory for understanding the adoption of unique technology by Tamilmani et al. (2019). Ramírez-Correa et al. (2019) defined UTAUT 2 as the frequency of information technology usage jointly determined by behavioral intention. Correa (2019) also argues that UTAUT 2 explains 71% of the use of online games on mobile devices; specifically, the intention to play online is explained, in order of importance, by the variables habit, hedonic motivation, and social identity. According to Beh et al. (2021), the study showed that UTAUT 2 variables (performance expectancy, effort expectancy, facilitating conditions, and hedonic motivation) positively impact behavioral intentions toward using smartwatches for health and fitness monitoring. As expected, effort expectancy showed a significant positive relationship with behavioral intention. Besides, the results also indicated hedonic motivation as a significant predictor of healthcare smartwatch adoption.

### **Hedonic Value**

According to Jones (2006), Hedonic shopping value reflects the value received from the multisensory, fantasy, and emotive aspects of the shopping experience. Hedonic value is considered one of the most critical factors in determining a customer's attitude toward a brand. Hedonic consumers rely on online shops, e-commerce, websites, and other platforms for security, interaction, privacy, and other controls and essential, exciting, internet-based transactional experiences. This can be demonstrated through aesthetics, sensory stimulation, and all efforts to increase the joy and satisfaction of shopping through Internet platforms (Gunawan & Sondakh, 2020). Hedonic value is the sense of pleasure in shopping to meet our needs or in emotional entertainment to relieve stress and seek pleasure.

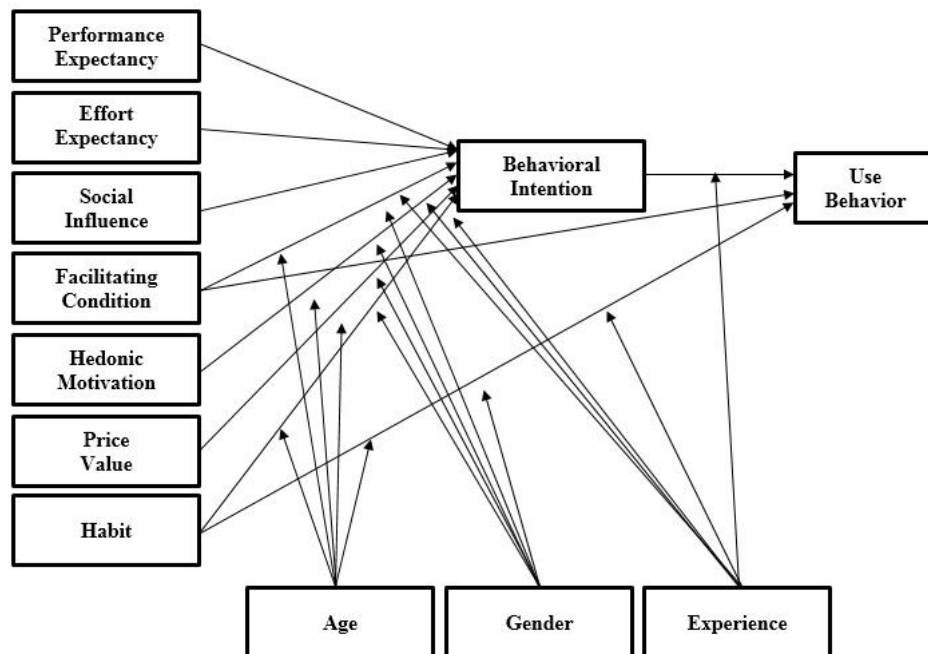


Figure 1. Research Model UTAUT 2 (Venkatesh et al., 2012)

### Utilitarian Value

Utilitarian shopping value reflects the acquisition of products and information in an efficient manner. It reflects a more task-oriented, cognitive, and non-emotional outcome of shopping (Jones et al., 2006). According to Sarkar (2011), Utilitarian buyers are motivated by cognitive activity and goal-oriented tasks. Therefore, utilitarian buying behavior is more logical, rational, planned, and part of the daily routine of the purchase. In utilitarian consumption theory, for consumers, shopping is an activity carried out because of an obligation or need. When consumer needs increase, consumers will buy the goods or services that best fit their budget, making comparisons between brands and companies. This situation, in economic doctrine, is accepted as utility theory (Sener et al., 2018). Utilitarian value can be described as a customer mindset that shops based on need, always anxious and looking for the lowest prices for goods and services when shopping online.

### Perceived Benefit

According to Li et al. (2010), we define the perceived benefit as a consumer's belief of how wealthy he or she will become due to online transactions with a particular website. Perceived benefits are consumer confidence, satisfaction with online transactions, and the perception that online shopping is convenient, more accessible, diverse, and less risky than traditional shopping (Bhatti & Rehman, 2019). Based on the four dimensions by Forsythe et al. (2006): the convenience of shopping, product selection, ease of shopping, and enjoyment. Perceived benefits are advantages someone experiences while purchasing online, such as comfort and convenience, a wide range of product options, and fresh online shopping experiences.

### Effect of Hedonic Value on Perceived Benefit

According to (Sener et al., 2018), consumers who act on hedonistic and utilitarian consumption incentives are motivated to buy online when they see an advantage. For this reason, we organize the e-shopping environment in a way that is simple, convenient, and accessible for both businesses and customers, offering price, quality, and convenience to both pragmatist and hedonist buyers to help brands. Moreover, providing an opportunity to achieve a match is beneficial as a fun environment with different interactive elements such as colors, shapes, and videos (Sener et al., 2018).

However, the study outcomes reveal that customers with high hedonic purchasing values tend to avoid online shopping, contradicting the research finding conducted by Sarkar (2011). This research concludes that consumers believe online shopping carries more significant hazards and fewer benefits. Since they cannot touch the merchandise or personally engage with the salespeople when buying online, they are prone to avoid doing so. A client who places a high value on hedonic shopping tends to choose face-to-face interactions with products or salespeople, which triggers hedonic arousal. Therefore, a hedonic customer is likelier to visit brick-and-mortar businesses than online retailers for most of their purchases.

The hedonic (experiential) value dimension considers the client more than a thinker, a feeler, and a doer. It puts emotions into the situation (Scholl-Grissemann & Schnurr, 2016). The hedonic value may result in advantages like

pleasure and a sense of accomplishment, which is the manifestation of emotional traits in the purchasing process (Scarpi, 2021). Customers can feel the hedonic value if they evaluate that the benefits of the people outweigh the costs; therefore, the higher the perceived benefits are, the higher the perceived hedonic value is, and vice versa (Nguyen & Khoa, 2019). Based on the literature and previous studies, we propose the first hypothesis below:

H1: Hedonic value has a positive effect on Perceived Benefit.

### **Effect of Utilitarian Value on Perceived Benefit**

In utilitarian consumption theory, consumer shopping is an activity carried out of obligation or necessity. For these consumers, as their needs grow, shop for products and services that best fit their budget, comparing brands and companies. This situation is accepted in economics as utility theory (Sener et al., 2018). Below are several studies with the same relationship, namely examining the relationship between utilitarian value and perceived benefit. Based on research conducted by Sarkar (2011), Utilitarians positively impact perceived benefits. It is also supported by the fact that they see significant benefits from online shopping. Most online stores take advantage of pragmatic customers by saving them time and money."

The advantages of online shopping are that consumers respond to utilitarian consumption and motivate them to shop online (Sener et al., 2018), encouraging online purchases. Accordingly, utilitarian consumers are more likely to meet their needs by seeking more valuable products. In addition, the Covid-19 pandemic has increased social restrictions, escalating online marketplaces traffic for purchasing value-based goods. Hence, consumers can perceive actual benefits, strengthening the argument that retail consumers are likelier to purchase goods or services using a value reference of benefit rather than hedonic factors (Kim et al., 2023). Customers view utilitarian value as benefits such as convenience, improved preference fit, decreased time, and an appropriate price-performance ratio (Scholl-Grissemann & Schnurr, 2016). Based on the literature and previous studies, we propose the second hypothesis below:

H2: Utilitarian value has a positive effect on Perceived Benefit.

### **Purchase Intention**

Purchase intention is the component of consumer cognitive behavior, which describes a specific intention to buy a specific product (Dabrynin & Zhang, 2019). Purchase intention can be operationalized as the likelihood that a consumer will subsequently purchase a particular product or service (Schlosser et al., 2006). Markarian (2013) argues that online purchase intent is the customer's willingness to buy on his platform online. Purchase intent is typically related to consumer behavior, perceptions, and attitudes and can effectively predict purchasing (Mirabi et al., 2015). Therefore, buy intention, particularly for online transactions, is the encouragement and desire to have an item that satisfies his need.

### **Effect of Hedonic Value on Purchase Intention**

Hedonic value refers to the non-functional benefits of using social commerce sites, such as a greater focus on fun, happiness, and emotional benefits (Heijden, 2004). When users enjoy shopping and have positive experiences using social commerce sites, they perceive more excellent hedonic value, are more satisfied, and strengthen their intention to purchase through the sites (Gan & Wang, 2017). Several studies conducted by Arruda Filho et al. (2020), Ho et al. (2020), H Chen et al. (2020) show that hedonic value has a significant effect on purchase intention, which hedonic value has the most significant effect on purchase intention, compared to utilitarian value on purchase intention. From this, the tendency of someone to make purchases online is based on their intention to seek pleasure by buying a product or service in e-commerce. Based on the literature and previous studies, we propose the hypothesis below:

H3: Utilitarian value has a positive effect on Purchase Intention

### **Effect of Utilitarian Value on Purchase Intention**

Utilitarian value refers to the functional and instrumental benefits of using a social commerce site, such as convenience and cost saving. It focuses on user perception of usability and performance (Hsu & Lin, 2016). For example, suppose a user finds using a social commerce site valuable. In that case, they may find their favorite products quickly and easily, feel that the product is good value for money, and be satisfied with the website and shopping (Gan & Wang, 2017). Several studies conducted by Chang & Tseng (2013), Y.C. Chen et al (2015), Putri (2015), Jang dan Shin (2016), Gan & Wang (2017), Handayani, et al (2020), Arruda Filho et al, (2020), Ho et al (2020), H.Chen et al. (2020) demonstrate that utilitarian value has a considerable impact on purchase intention and that utilitarian value has the most significant impact when compared to hedonic value. They are driven to purchase online to meet their daily needs, so the utilitarian value influences them. Accordingly, utilitarian value is one of the factors that influence purchase intention. People are motivated to make online purchases to meet their daily needs. Based on the literature and previous studies, we propose the hypothesis below:

H4: Utilitarian value has a positive effect on Purchase Intention

### **Effect of Perceived Benefit on Purchase Intention**

Li et al. (2010, p. 103) explained that perceived benefit is a consumer's expectation of how much he will profit from engaging in online business with a specific website. For instance, online purchasing can save time and money and offer more products than traditional buying methods. Purchase intention is a part of consumer cognitive activity expressing a desire to purchase a particular good. (Ling et al., 2010). The research that examines the relationship between perceived benefits and purchase intention is as follows and has the exact correlation. Based on research conducted by Putri (2015), Bhatti & Rehman (2019), and Zhao et al. (2020) reveal that purchasing intention is positively and significantly impacted by a perceived benefit. It follows that when more benefits are provided to customers, their desire to make purchases also rises. Based on the literature and previous studies, we propose the hypothesis below: H5: Perceived Benefit has a positive effect on Purchase Intention

### **Effort Expectancy**

The comfort level with which people use technology is known as effort expectation. (Venkatesh et al., 2012). According to Sharifi Fard (2016), The degree of wealth connected to online buying services via SNSs is identified as an effort expectation. Therefore, young consumers' expectation of effort was expected to have a significant impact in motivating them to utilize SNS right away. Venkatesh, Morris, Davis, and Davis (2003) took the perceived ease of use (PEU) construct to describe and define the effort expectancy construct as the degree of ease related to technology use. Therefore, effort expectancy is the degree of comfort a person experiences when utilizing digital technology, such as online buying applications.

### **The Moderating Effect of Effort Expectancy**

Expectations and values likely influence an individual's behavior (Putwain et al., 2019). Effort Expectancy is critical in successfully incorporating technology-enhanced learning (Sang et al., 2023). Users perceive the online marketplace to be easy to use. They are more likely to perceive more significant benefits, such as finding products or services that meet their needs or getting a good deal on a purchase (Christiono & Brahmana, 2018). On the other hand, if users find the online marketplace difficult to use, they may perceive fewer benefits, regardless of the level of hedonic value they experience.

Therefore, the moderating effect of effort expectancy implies that the relationship between hedonic value and perceived benefit of online marketplace usage can be influenced by users' perceptions of how easy or difficult it is to use the platform (Šumak & Šorgo, 2016). For example, suppose users perceive the online marketplace as easy to use. In that case, they may be more likely to experience greater benefits, even if they do not experience high levels of hedonic value (Chao, 2019). Conversely, suppose users perceive the online marketplace to be difficult to use. In that case, they may be less likely to experience benefits from using it, even if they enjoy it (Rahim et al., 2020).

However, the relationship between utilitarian value and purchase intention can be moderated by effort expectancy. For example, suppose consumers perceive that using the product or service will be difficult or time-consuming. In that case, they may be less likely to buy it, even if they believe it has high utilitarian value (Morgan & Townsend, 2022). Overall, the relationship between utilitarian value and purchase intention is complex and can be influenced by various factors, including effort expectancy (Scholl-Grissemann & Schnurr, 2016). As such, businesses and marketers should consider both utilitarian value and effort expectancy when designing and promoting their products and services (Utomo et al., 2021).

The use of information technology, such as an online marketplace, instills in a person a sense of security and interest in the system (Jatmiko & Laksito, 2012a). It was discovered that the effort expectancy variable had no significant positive impact on user behavior in the setting of online marketplace research using a student unit of analysis (Masa'deh et al., 2016). It should be mentioned that the millennial generation has very high levels of digital literacy, making it easier for this generation to engage in hedonistic behavior through online marketplaces so that the perceived benefits received less automatically an effect (Tarhini et al., 2018). Similar to utilitarian values, it was not established in this research that the effort expectancy variable significantly moderated the relationship between utilitarian values and perceived benefits. The study on which the argument is based by Avcilar & Ozsoy (2015) indicates that effort expectancy has no significant impact in strengthening the connection between utilitarian value and perceived benefits in the context of a highly educated population.

No empirical research indicates that the effort expectancy variable could serve as a moderator variable for hedonic, utilitarian, and perceived benefits. Nevertheless, various research justifications could be used to develop the hypothesis. Several opinions from previous studies indicate that effort expectancy can strengthen the relationship between hedonic and utilitarian values for perceived benefits, but lack of studies investigating the role of effort expectancy as the moderating effect on hedonic and utilitarian value toward perceived benefit in the marketplace shopping context. Accordingly, this calls for more research into other variables that could underpin this relationship. In order to regulate the relationship between hedonic and utilitarian value and the perceived benefit of using an online marketplace, this study proposes effort expectancy as a moderator derived from UTAUT 2. The UTAUT 2, created by

Venkatesh et al. (2012), is a unified model that conceptualizes and predicts accepting behavior with an overall complete explanatory capacity.

Based on the deduced theoretical arguments, this research formulates the following hypotheses:

H6: Effort Expectancy moderates the effect of hedonic value on perceived benefit.

H7: Effort Expectancy moderates the effect of utilitarian value on perceived benefit.

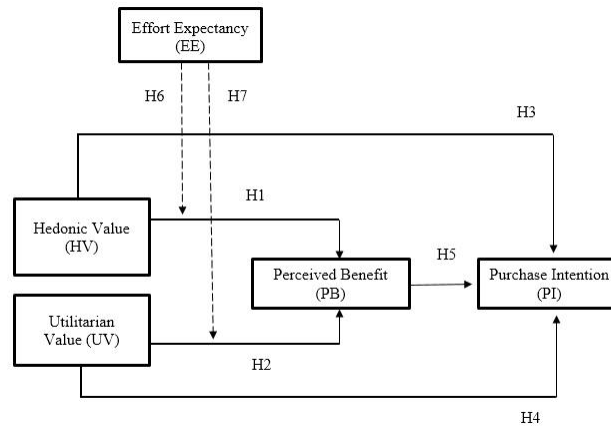


Figure 2. Research Model

### 3. Method

This study is a descriptive study with a quantitative approach using a non-probabilistic sampling method. The survey respondent was characterized by Shopee users across Malang City who made at least one purchase from Shopee and Shopee users over 17 years old. The Shopee Marketplace consumers are the focus of this study. Researchers chose the Shopee marketplace since it is the most popular e-commerce platform among Indonesian youth. According to Databok's (2022) findings, Shopee ranks top in e-commerce among Generation Z and Millennials. According to Ginee's (2022) data, the Shopee marketplace is also in first place with the most installs on Google Play and the Appstore. This study focuses on Shopee users in Malang Raya. The respondents were chosen because Malang is one of the largest cities in East Java, and the island of Java has the biggest number of internet users (APJII, 2020) (APJII, 2021). According to the BPS data, the population of Malang Raya, which includes Malang City, Batu City, and Malang Regency, are primarily of productive age, are active internet users, and are not unfamiliar with online buying; therefore, this meets the sample criteria. In this study, Roscoe's method Roscoe Theorem Sekaran and Bougie (2016) was used with criteria to determine the samples. The suitable sample size for this study was between 30 and 500. If a study performs multivariate analysis (correlation or multiple regression), the number of sample members is at least ten times the number of variables investigated.

Respondents are calculated by multiplying the number of variables by ten or more. The study had a sample size of 150, calculated by multiplying five variables by 30. We distributed 200 online surveys, but the total available data was 175 respondents. So the total number of respondents who used SmartPLS 4th Edition was 175. The questionnaire was distributed online using Google Forms. The SmartPLS4 analysis is tested by a measurement model test (external model), a structural model test (internal model), and a partial hypothesis test with path coefficients. The independent variables in this study are Hedonic Value (HV) and Utilitarian Value (UV). The dependent variable is Purchase Intent (PI). The moderator variable is Effort Expectancy (EE).

Table 1. Scale Measurement

Variable	Item	Source
Hedonic Value	1. I enjoyed my shopping trip.	(Jones et al., 2006)
	2. The time spent shopping was delightful.	
	3. Compared to other things I could have done, shopping was delightful.	
	4. I enjoyed this shopping trip for its sake, not just for the items I may have purchased.	
	5. During the trip, I felt the excitement of the hunt.	
	6. While shopping, I felt a sense of adventure.	
Utilitarian Shopping Value	7. I continued to shop not because I had to but wanted to.	(Jones et al., 2006)
	8. On this shopping trip, I got exactly what I needed.	
	9. I was unable to buy what I truly needed. (Reversed)	

Variable	Item	Source
<b>Perceived Benefit</b>	10. I could find the item(s) I was looking for while shopping.	(Forsythe et al., 2006)
	11. I was unhappy that I had to visit more stores to finish shopping. (Reversed)	
	12. You can shop privately at home.	
	13. No need for me to leave my house	
	14. I can go shopping whenever I want	
	15. Can reduce the effort required to visit stores	
	16. Everything is available everywhere.	
	17. Obtaining reliable product details online	
	18. a greater variety of products	
	19. access to a variety of stores and brands	
	20. Not have to wait for service	
	21. There are no difficulties.	
	22. Not to be ashamed if you do not purchase	
	23. There is no busy signal.	
	24. to experiment with something new	
	25. Receiving a package is exciting.	
<b>Effort Expectancy</b>	26. able to buy immediately after seeing an advertisement	(Venkatesh et al., 2012)
	27. I can purchase custom goods	
	28. It is simple to learn how to use the mobile Internet.	
	29. I have a clear understanding of how I use mobile Internet.	
	30. Mobile Internet is easy for us.	
	31. It is simple for me to learn how to use the mobile Internet effectively.	
	32. Even if I can get the things I need in other ways, I will continue to use JD.com when making online purchases.	
	33. I might consider going to JD.com in the next six months when I need such things.	
<b>Purchase Intention</b>	34. If I find a good product, I will probably use JD.com to buy it online.	(Dabrynin & Zhang, 2019)
	35. I will utilize JD.com to purchase items that are difficult to find at a real shopping mall.	
	36. I will tell my friends to use the JD.com platform when they want to shop online.	

#### 4. Results and Discussion

##### Characteristics of Respondents

The characteristics of the total respondents (n) = 150 consisting of gender, age, and activity can be seen in Table 2 as follows:

Table 2. Characteristics of Respondents

Description	n	%
<b>Gender</b>		
Men	39	23,3%
Women	136	77,7%
<b>Total</b>	175	100%
<b>Age</b>		
17-22	18	10,3%
23-28	138	78,9%
29-34	11	6,3%
35-40	3	1,7%
>40	5	2,9%
<b>Total</b>	175	100%

Based on Table 2, 175 respondents answered; 136 were women (77,7%), and 39 (23,3%) were men. It can be concluded that most respondents in this study are female. Most respondents ranged from 23-28 years old for the age category.



## Outer Model Evaluation Result

### HTMT

The heterotrait-monotrait (HTMT) ratio of correlations, proposed by Schuberth et al., 2018, is a reliable tool for evaluating discriminant validity, as described in Table 5. The third Table above shows that the value of HTMT for each variable was valid because the results of each variable show value of <0.90.

Table 3. Discriminant Validity

	<b>Effort Expectancy</b>	<b>Hedonic Value</b>	<b>Moderating Effect I</b>	<b>Perceived Benefit</b>	<b>Purchase Intention</b>
Effort Expectancy					
Hedonic Value	0,655				
Moderating Effect I	0,629	0,346			
Perceived Benefit	0,851	0,749	0,560		
Purchase Intention	0,764	0,758	0,542	0,826	
Utilitarian Value	0,762	0,756	0,487	0,706	0,704

### Convergent Validity Test

The loading factor's value provides information about the convergent validity test. The general rule of thumb used to evaluate this validity is that if the Average Variance Extracted (AVE) is more significant than 0,5, the loading factor above 0.5 is still acceptable. Soliman et al. (2017, p. 115) with a t-statistical value > t-the table is more than 1.97

Table 4. Convergent Validity

<b>Variable</b>	<b>Item</b>	<b>Factor Loading &gt;0.50</b>	<b>Average Variance Extracted (Ave)</b>	<b>Convergent Validity</b>
<b>Hedonic Value</b>	X.1.1	0,694	0,585	Valid
	X.1.2	0,407		Invalid
	X.1.3	0,679		Valid
	X.1.4	0,763		Valid
	X.1.5	0,807		Valid
	X.1.6	0,807		Valid
	X.1.7	0,827		Valid
<b>Utilitarian Value</b>	X.2.1	0,750	0,629	Valid
	X.2.2	0,816		Valid
	X.2.3	0,851		Valid
	X.2.4	0,752		Valid
	M.1.1	0,773		Valid
	M.1.2	0,591		Valid
	M.1.3	0,687		Valid
<b>Perceived Benefit</b>	M.1.4	0,737	0,465	Valid
	M.2.1	0,568		Valid
	M.2.3	0,736		Valid
	M.2.4	0,740		Valid
	M.3.1	0,691		Valid
	M.3.2	0,732		Valid
	M.3.3	0,496		Invalid
	M.3.4	0,540		Valid
	M.4.1	0,720		Valid
	M.4.2	0,746		Valid
	M.4.3	0,557		Valid
M.4.4	0,674	Valid		
<b>Effort Expectancy</b>	Z.1.1	0,892	0,766	Valid
	Z.1.2	0,928		Valid
	Z.1.3	0,896		Valid
	Z.1.4	0,779		Valid
	Y.1.1	0,824		Valid
<b>Purchase Intention</b>	Y.1.2	0,604	0,628	Valid
	Y.1.3	0,813		Valid
	Y.1.4	0,847		Valid
	Y.1.5	0,848		Valid

From the data processing results in Table 3, we can see that after distributing the questionnaire to 175 respondents, we found an invalid item, item X.1.2, with a load factor of 0.407. Therefore, this item should be removed. A model for further recalculation of the results of studies using SmartPLS. The retesting results were carried out and showed that all variable items were declared valid with the loading factor of each variable item above 0.50.

**Composite Reliability, Cronbach's Alpha, and AVE**

Table 6. Composite Reliability, Cronbach's Alpha, and AVE

Variable	Cronbach's Alpha	Composite reliability (rho_a)	Average Variance Extracted (AVE)
Effort Expectancy	0,897	0,900	0,766
Hedonic Value	0,857	0,861	0,585
Perceived Benefit	0,910	0,916	0,465
Purchase Intention	0,849	0,868	0,628
Utilitarian Value	0,803	0,805	0,629

The table above shows that the five research variables' Cronbach alpha and composite reliability values are more than 0.7, so the variables are valid. Likewise, the AVE value of the five variables is declared valid. The image below depicts the measurement of the output model.

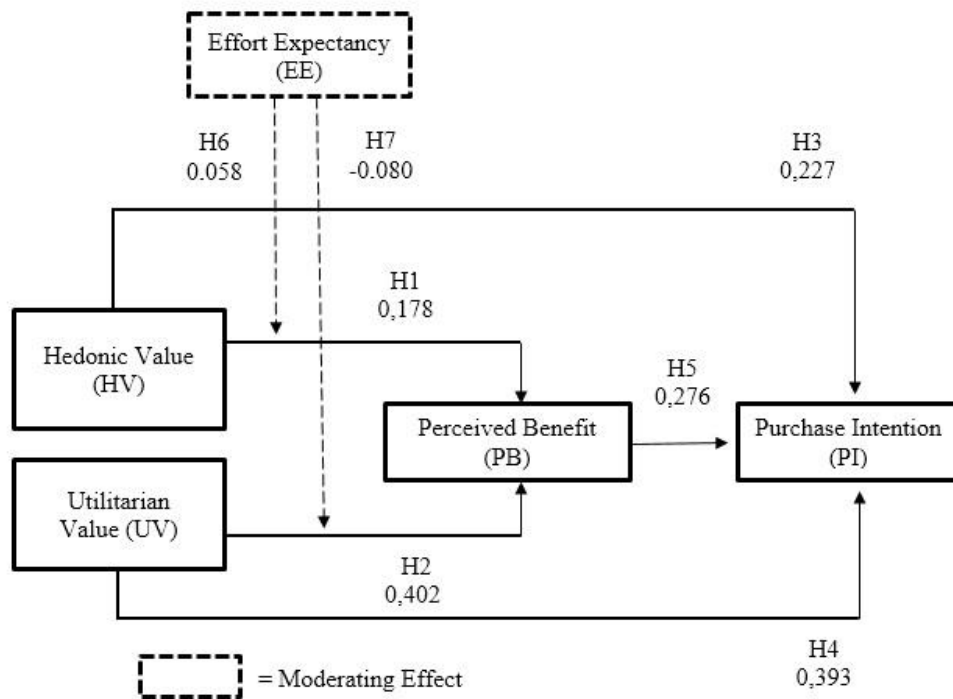


Figure 3. Output Model

**Hypothesis Testing Results**

Table 5. Hypothesis Testing Results

Hypothesis	Diagram Path	Standard Deviation	T statistic	t Table	Conclusion
H1	Hedonic value -> Perceived Benefit	0,178	3,136	1,97	Significant
H2	Utilitarian value -> Perceived Benefit	0,402	7,361	1,97	Significant
H3	Hedonic value -> Purchase Intention	0,227	3,169	1,97	Significant

	Hypothesis	Diagram Path	Standard Deviation	T statistic	t Table	Conclusion
H4	Utilitarian value -> Purchase Intention	0,393	0,087	4,495	1,97	Significant
H5	Perceived benefit -> Purchase Intention	0,276	0,093	2,961	1,97	Significant
H6	Effort Expectancy X Hedonic Value -> Perceived Benefit	0,058	0,057	1,005	1,97	Insignificant
H7	Effort Expectancy X Utilitarian Value -> Perceived Benefit	-0,080	0,051	1,565	1,97	Insignificant

The t-statistic value is 3,136 > 1,97, and the path coefficient value for H1 is 0,178, as seen from the data above. The t-statistic value exceeds the t table. This demonstrates that the hedonic value has a favourable and considerable impact on perceived benefits. H1 is therefore accepted statistically. The route coefficient for H2 is 0,402, and the t-statistic is 4,495 > 1,97. The t-statistic value exceeds the t table. This demonstrates that the hedonic value significantly and favourably affects perceived benefit. Therefore, H2 is accepted statistically.

The t-statistic for H3 is 3,169 > 1,97, and the path coefficient value is 0,227. The value of the t-statistic exceeds that of the t table. This demonstrates that the hedonic value significantly and favorably influences the purchase likelihood. H3 is therefore recognized statistically. The t-statistic for H4 is 4,495 > 1,97, while the path coefficient for H4 is 0,393. The value of the t-statistic exceeds that of the t table. This demonstrates that utilitarian value influences purchase intention in a profitable and meaningful way. H4 is therefore accepted statistically.

The t-statistic for H5 is 2,961 > 1,97, and the path coefficient value is 0,276. The value of the t-statistic exceeds that of the t table. These findings demonstrate that the perceived benefit has a favorable and significant impact on buying intention. So H5 is accepted statistically. It may be argued that effort expectancy does not moderate the relationship between hedonic value and perceived benefits because the path coefficient value for the relationship between hedonic value and perceived benefit is 0.058, yet the T statistic is 1.005 1.97. H6 was, therefore, statistically rejected.

It may be argued that effort expectancy does not moderate the relationship between utilitarian value and perceived benefits, given that the path coefficient value for the relationship between utilitarian value and perceived benefit is -0.080, and the T statistic is 1.565 1.97. H7 was thus statistically rejected.

## Discussion

### The Effect of Hedonic Value on Perceived Benefit

According to the study's findings, persons with high hedonic values prefer to shop online at Shopee because they see more benefits, such as the ability to shop whenever and wherever they want, a convenient and time-saving method, and a large selection of goods. More varied and comprehensive, as well as additional financial advantages like savings, free shipping, cashback, and other alluring coupons.

The findings of this study contrast with Sarkar's research in terms of empirical findings (2011). Sarkar (2011) posits that hedonic value harms perceived benefit. Sarkar (2011) confirms that consumers with a high priority on hedonic buying avoid purchasing online. They believe that online shopping carries more significant disadvantages. Since the consumer cannot touch the goods or personally engage with the salespeople when shopping online, they would rather postpone the activity. Besides, our research confirms that hedonic value significantly affects perceived benefit. In terms of Millennials, they have been familiar with application usage in the online marketplace. Because millennials can choose products from the lowest price range to the highest price range on one platform, they find it useful to have an online marketplace. This demonstrates the importance of the link between hedonic value and perceived benefit.

These findings are also consistent with Sener (2018), which found a clear correlation between the perceived advantages of online purchasing and the worth of hedonic and utilitarian consumption. Hedonic value in online shopping may result in many benefits like pleasure and success (Scarpi, 2021). Consumers can experience hedonic value if they believe that people's benefits surpass their costs; as a result, the perceived hedonic value increases proportionately to perceived benefits and vice versa (Nguyen & Khoa, 2019). Perceived benefit in online shopping triggers the consumers who act on both hedonic and utilitarian consumption motives and motivates the consumers towards online shopping. So, this study fills a research gap by showing that hedonic value significantly and positively affects perceived benefits.

### The Influence of Utilitarian Value on Perceived Benefit

The result concludes that the utilitarian value positively and significantly impacted perceived benefit. According to the study's findings, utilitarian value is essential in perceiving product benefits to consumers in online marketplaces. Customers could easily compare prices, quality, and functions between products in one application. In this study, perceived benefits are more dominantly influenced by utilitarian values than hedonic values, so it can be explained that most respondents prioritize function rather than hedonic factors in perceiving the benefits of product use. Research by Sarkar (2011) provides an empirical explanation for one factor contributing to the increased influence of utilitarian value

on perceived benefits. According to Sarkar's (2011) research, Consumers with high utilitarian shopping values reportedly see more advantages while shopping online. Most internet retailers offer them practical benefits by saving their consumers' time and money.

Online purchases are typically made solely for convenience. Utilitarian customers are more inclined to satisfy their demands by purchasing more valuable things. Customers can sense genuine benefits, supporting the claim that retail consumers are likelier to purchase goods or services based on a benefit value reference rather than hedonic variables (Kim et al., 2023). Consumers perceive utilitarian value as benefits such as convenience, enhanced preference fit, reduced time, and a reasonable price-performance ratio (Scholl-Grissemann & Schnurr, 2016). The findings of this study further support the idea that shoppers who place a high emphasis on utility will find more advantages in online purchasing. Most internet shops give their clients practical benefits by saving them money and time. Perceived advantages of online buying constitute a trigger for consumers who act on utilitarian consumption and motivate customers to shop online.

### **Effect of Hedonic Value on Purchase Intention**

According to the result of PLS, the hedonic value positively and significantly impacted purchase intention. Our findings suggest that individuals who prioritize buying products based on experience-oriented were encouraged to make purchases online. From the responses above, customers believed buying at Shopee was enjoyable and adventurous. This result also aligns with Chang & Tseng (2013), Y.C. Chen et al (2015), Putri (2015), H.Chen et al. (2020) show that the hedonic value significantly influences purchase intention.

In this study, the impact of utilitarian value on purchase intention is more significant than the impact of the hedonic value. This result also contradicts Jang and Shin (2016), Arruda Filho et al. (2020), and others who find that hedonic values substantially impact purchase intention more than utilitarian values. It implies that Shopee customers in this survey were likelier to purchase online to meet their demands (utilitarian value).

### **The Effect of Utilitarian Value on Purchase Intention**

We find a positive and significant correlation between utilitarian value and purchase intention. The impact of this relationship on purchase intention is more significant than the impact of utilitarian value. The findings of this study suggest that individuals with utilitarian values are more motivated to purchase online to meet their requirements than individuals with hedonic values. Suppose the respondents receive greater rewards like discounts, free shipping, cashback, and other attractive vouchers. In that case, it can lead to purchasing intention.

This result is also in line with previous research, such as Y.C. Chen et al (2015), Gan & Wang (2017), Ho et al (2020), H.Chen et al. (2020) show that utilitarian value positively and significantly influences purchase intention. Associated with the work of respondents, the majority are private employees. This profession has a fixed income, so there is a tendency to be interested in buying products from a utility perspective.

### **Influence of Perceived Benefit on Purchase Intention**

Our findings show that perceived benefit could lead to purchase intention positively and significantly. This demonstrates the advantages of convenience, a valuable method of purchasing, and an extensive range of goods that consumers may purchase whenever and wherever. It can influence a person's decision to buy something online at Shopee. Empirically, this result is consistent with the findings of studies by Putri (2015), Bhatti and Rehman (2019), and Zhao et al. (2020), which showed that perceived benefit has a positive and significant influence on purchase intention.

### **Effect of Effort Expectancy as Moderating the Relationship between Hedonic Value and Perceived Benefit.**

The degree of ease for using a specific system that indicates how much effort the user makes to use the system is referred to as effort expectancy (Christiono & Brahmana, 2018). The use of information technology, such as an online marketplace, instills in a person a sense of security and interest in the system (Jatmiko & Laksito, 2012b). It was discovered that the effort expectancy variable had no significant positive impact on user behavior in the setting of online marketplace research using a student unit of analysis (Masa'deh et al., 2016). It should be mentioned that the millennial generation has very high levels of digital literacy, making it easier for this generation to engage in hedonistic behavior through online marketplaces so that the perceived benefits receive less of an effect (Tarhini et al., 2018).

The correlation between hedonic value and the perceived benefit was not moderated by effort expectancy, according to the examination of the PLS model's findings. At the same time, it is possible that this variable does not have a moderating effect because, in this study, most respondents' ages ranged from 17-20 years. It is shown that the convenience offered by Shopee for aged users it is not able to strengthen the relationship between hedonic value and perceived benefits, and effort expectancy is not suitable to be offered to young people who already understand technology, especially in online shopping applications Shopee, these findings support the findings of (Tarhini et al., 2018). It can be concluded that the Shopee application already has an easy layout so that without additional efforts, such as effort expectancy, the relationship between hedonic value and perceived benefits still has optimal results.

## **Effect of Effort Expectancy as Moderating the Relationship between Utilitarian Value and Perceived Benefit.**

The study on which the argument is based by Avcilar & Azsoy (2015) indicates that effort expectancy has no significant impact in strengthening the connection between utilitarian value and perceived benefits in the context of a highly educated population. The fact that populations with high levels of knowledge have no trouble obtaining benefits through a value-function-based purchasing procedure makes this finding directly related to the research (Chiu et al., 2014). There is no discernible relationship between the engagement factor, which measures how user-friendly an application is, and real behavior, such as customer loyalty, in the context of AirBnB (Lee & Kim, 2018).

According to the study of the PLS model's findings, the correlation between perceived benefit and utilitarian value in this study was not moderated by effort expectancy. Likely, effort expectation does not strengthen the connection between perceived benefit and utilitarian worth. However, even though effort expectancy cannot moderate the relationship between utilitarian value and purchase intention, Shopee users already have the essential ability to choose products in marketplace applications tailored to their needs and functions.

## **5. Conclusion**

This study aims to investigate the relationship between utilitarian value and hedonic value on perceived benefit, as well as the relationship between hedonic value and utilitarian value on purchase intention, the perceived benefit on purchase intention, and the effect of effort expectancy as a moderating factor. After testing and interpreting the results of data analysis, the following conclusions can be made: hedonic value and utilitarian value are positively correlated with perceived benefit. Hedonic value and perceived benefit have a direct relationship that is not moderated by effort expectancy. Regarding the link between utilitarian value and perceived benefit, effort expectancy has no moderating effect.

This research can provide the main theoretical implication for developing the UTAUT 2 theory. In the context of an online marketplace for the millennial generation, the existence of an online marketplace can provide great benefits in accommodating hedonic and utilitarian values, especially related to the emergence of interest in buying products. The findings of this investigation demonstrate that the millennial generation is a technology-literate generation, so the application of UTAUT 2 in building purchase intention is strongly influenced by the characteristics of respondents, namely millennial youth attached to the online marketplace (user habit).

The study contributes to the knowledge of managerial practice by pointing out the importance of effort expectancy, which shapes the consumer's perceived benefit, and illustrating its impact in the case of purchasing intention in an e-commerce application. In addition, our result revealed that effort expectancy could not moderate both utilitarian and hedonic value towards perceived benefit. This result was in line with Avcilar & Ozsoy (2015) that a high-value advantage would likely result from online shopping if the amount of effort customers require to complete tasks to make a purchase decreases because the choice to make the buy will be made more quickly. The congruence of these findings further confirms that in the context of online markets, looking for products with a hedonic orientation might raise the consumer effort expectancy values being lower, which affects higher benefit perceptions (Chiu et al., 2014). So the first suggestion for e-commerce companies was enhancing about ease of using the apps for online customers to invigorate purchase intention. According to Christiono & Brahmana (2018), who supports our research findings, the perceived usefulness of the commodities that can be ordered through the marketplace might grow with the easier level of use of the application, which is reflected by the lower level of application complexity. So the second suggestion was that e-commerce companies could maintain the perception of the ease and usefulness of the application so that consumer buying interest for goods and services can be maintained positively thru perceived benefit, thereby creating loyal customers. Eventually, the company should keep earning society's trust as reliable e-commerce that meets the needs of today's digital era.

Our study bears limitations that provide opportunities for future research. Our research cannot find a significant moderating effect of the effort expectancy variable in strengthening the causal relationship between hedonic values and perceived benefits. In addition, the effort expectancy variable has a low value due to the high level of digital literacy. We suspect that it happens because we define millennials as the unit of analysis. Christiono & Brahmana (2018) revealed that age plays an important role in differentiating one's level of ease in using applications related to online marketplaces. Therefore, we suggest that researchers examine the role of effort expectancy in influencing the relationship between hedonic value and perceived benefits in terms of online marketplace usage for the older generation, such as the X generation, to make the result more holistic to the contrary of Chao's (2019) study. We also encourage future researchers applying UTAUT 2 to include other variables, such as performance expectancy, social influence, facilitating conditions, hedonic motivation, price value, and habit, to diversify the study results further.

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### Author Contribution

Author 1: writing original draft, data curation, formal analysis, investigation, methodology.

Author 2: review and editing, writing and editing, supervision, validation, visualization.

Author 3: conceptualization, methodology, review, editing, writing and editing, supervision, validation, visualization.

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