



Exploring Consumer Behavior in Indonesian Online Marketplaces

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Received: 02 September 2024

Accepted: 18 November 2024

DOI: <https://doi.org/10.32479/irmm.17590>

ABSTRACT

The burgeoning landscape of online marketplaces in Indonesia has prompted an exploration into the intricate interplay between consumer browsing behaviors and their impact on e-satisfaction, electronic word-of-mouth (e-WOM), and repurchase intention. This study investigates these relationships within Indonesian online marketplaces, employing a robust quantitative methodology. Surveys were conducted with 962 users of Indonesian online markets, and data was analyzed using SPSS 29 and Smart PLS 3. Findings reveal significant associations between utilitarian browsing and both e-satisfaction and repurchase intention. Hedonic browsing also significantly influences e-satisfaction, though its impact on e-WOM is less pronounced. E-satisfaction emerges as a critical precursor to both repurchase intention and e-WOM, underscoring its pivotal role in shaping consumer behavior within online marketplaces. Practical implications suggest businesses in Indonesian online marketplaces should adopt a multifaceted approach to platform design, prioritizing user satisfaction and transactional efficiency. Proactive customer satisfaction initiatives, coupled with leveraging satisfied customers as brand advocates, are essential for fostering long-term loyalty and advocacy. Theoretical contributions refine existing models in e-commerce and marketing, emphasizing the dynamic nature of online consumer behavior and its implications for managerial decision-making. While the study provides valuable insights, acknowledging its limitations underscores the need for future research. Longitudinal studies, qualitative approaches, and comparative analyses across cultural contexts are recommended to further explore online consumer behavior in Indonesian marketplaces and beyond. This research contributes to both scholarly understanding and managerial practices in the dynamic realm of online retail.

Keywords: Utilitarian Browsing, Hedonic Browsing, Electronic Word-of-Mouth, E-satisfaction, Repurchase Intention

JEL Classifications: M31, D12, L81

1. INTRODUCTION

In the ever-evolving landscape of online marketplaces, understanding the intricacies of consumer behavior is paramount for businesses seeking to thrive in the digital realm (Anand et al.; Gabhane et al., 2023; Zhang and Chang, 2021). To provide theoretical support for statements regarding the environment and consumer behavior, one can draw upon various theories and models from the field of marketing and consumer psychology. For instance, the Theory of Planned Behavior (TPB) posits that behavioral intentions are influenced by attitudes, subjective norms, and perceived behavioral control. This theory could support statements about how consumer attitudes toward online

marketplaces and social norms regarding online shopping behavior influence their actions. Similarly, the Technology Acceptance Model (TAM) suggests that perceived ease of use and perceived usefulness are critical determinants of users' acceptance of technology. This model could be invoked to explain how consumers' perceptions of the usability and utility of online marketplaces affect their engagement and repurchase intentions. Furthermore, the Stimulus-Organism-Response (SOR) framework, derived from environmental psychology, proposes that environmental stimuli (such as online marketplace features and design) influence internal states (such as emotions and perceptions), which in turn shape behavioral responses (Cho et al., 2019; Zhu et al., 2020). This framework could provide a theoretical

basis for discussing how the online marketplace environment affects consumer perceptions and behaviors.

Repurchase intention, a key metric in gauging customer loyalty and long-term success, is influenced by a myriad of factors ranging from utilitarian considerations to hedonic experiences (Lin et al., 2022; Scarpi, 2021). As consumers navigate online platforms, they engage in both practical, goal-oriented browsing and pleasure-seeking exploration, each playing a distinct yet interconnected role in shaping their satisfaction and propensity to repurchase (Haridasan et al., 2021; Zuo et al., 2023).

Recent research has delved into the multifaceted nature of repurchase intention within online marketplaces, shedding light on the intricate interplay between utilitarian and hedonic browsing behaviors. Li et al. (2020) highlights the emotional satisfaction derived from hedonic browsing experiences, underscoring its link to repurchase intention. Similarly, Rishi and Tiwari (2024) further elucidates the delicate balance between hedonic gratification and utilitarian considerations, portraying repurchase intention as a nuanced dance between emotional fulfillment and pragmatic needs. In the context of online marketplaces in Indonesia, where consumer preferences and behaviors may vary, understanding these dynamics becomes even more crucial for businesses aiming to capture and retain market share.

This study aims to investigate the impact of hedonic browsing and utilitarian browsing on e-satisfaction, as well as their implications for electronic word-of-mouth (e-WOM) and repurchase intention within the context of online marketplaces in Indonesia. By examining these relationships, we seek to provide valuable insights for businesses operating in this dynamic environment, aiding in the development of targeted marketing strategies and enhanced customer experiences. Through a quantitative research design and rigorous statistical analysis, this study seeks to uncover the nuanced relationships between browsing behaviors, satisfaction, e-WOM, and repurchase intention. By leveraging data from active users of online marketplaces in Indonesia, we aim to offer actionable insights that can inform strategic decision-making and drive long-term success in the digital marketplace landscape.

While prior studies have extensively delved into various aspects of consumer behavior, a notable gap persists regarding the nuanced interrelationships among browsing behaviors, e-satisfaction, electronic word-of-mouth (e-WOM), and repurchase intention within the context of Indonesian online marketplaces. Existing literature has predominantly concentrated on isolated facets of online consumer behavior, such as utilitarian or hedonic browsing, e-satisfaction, and repurchase intention, leaving a dearth of comprehensive studies examining the interconnected dynamics of these factors within the Indonesian online marketplace landscape (Cloete, 2021; Costa and Rodrigues, 2023; Padal, 2023). Thus, this study endeavors to bridge this void by elucidating how utilitarian and hedonic browsing behaviors shape e-satisfaction, e-WOM, and repurchase intention, thereby enriching our understanding of consumer behavior dynamics in Indonesian online marketplaces.

The novelty of this research lies in its potential to guide strategic decision-making and managerial practices for businesses operating

within Indonesia's dynamic online retail sphere. By uncovering the intricate connections between browsing behaviors and consumer outcomes, including e-satisfaction, e-WOM, and repurchase intention, this study provides actionable insights for businesses to formulate targeted marketing strategies and enhance customer experiences. In an intensely competitive environment where user satisfaction and loyalty are indispensable for sustained success, comprehending the underlying mechanisms steering consumer behavior becomes imperative. Furthermore, from a theoretical perspective, this study contributes to refining existing models in e-commerce and marketing by highlighting the intricate interplay between utilitarian and hedonic aspects of browsing behaviors and their ramifications for consumer actions. By addressing these research gaps and accentuating its practical implications, this study serves as a valuable asset for both scholarly comprehension and managerial decision-making in Indonesia's dynamic online marketplace ecosystem.

2. LITERATURE REVIEW

2.1. Utilitarian Browsing

Exploring utilitarian browsing in the realm of online consumer behavior uncovers a diverse array of insights. Kolesova and Singh (2019) highlight the importance of utilitarian values as key mediators influenced by visual complexity, shaping the behavioral intentions of online grocery shoppers. Lamis et al. (2022) further dissect the utilitarian aspect, shedding light on its role in driving impulse buying during flash sales, particularly under conditions of limited quantity and time scarcity.

Contributing significantly to our understanding, Giao et al. (2020) delve into how utilitarian dimensions such as website quality, e-trust, and e-satisfaction mediate e-loyalty. Roos and Kazemi (2022) and (Roos, 2019) challenge conventional viewpoints by establishing positive associations between online shopping frequency and personality traits like openness and extraversion, thus challenging the stereotypical portrayal of online shoppers as purely utilitarian and goal-directed.

Beyond specific regions, insights into utilitarian browsing span global landscapes. Kim (2021) exploration of South Korea's mobile grocery app market identifies utilitarian motives as influential factors shaping attitudes and purchase behavior. Similarly, Nguyen Thi et al. (2022) and Nguyen et al. (2020) delve into Vietnam, examining the impact of utilitarian motivations alongside hedonic and pandemic-related factors on online book purchase intentions.

Emphasizing the utilitarian perspective in the U.S., Chen and Chi (2021) investigate the effects of channel integration on consumers' intentions to utilize omni-channel shopping methods, particularly pertinent in the context of perceived vulnerability during the COVID-19 pandemic. Nayak et al. (2022) research in India, integrating Virtual Try-On technology, underscores the significance of utilitarian value and confidence in apparel fit in strengthening online apparel purchase intentions. The literature on utilitarian browsing provides a comprehensive panorama, elucidating its impact on diverse facets of online consumer behavior across various contexts and dimensions.

2.2. Hedonic Browsing

Research into hedonic browsing offers a nuanced understanding of its significant impact on online consumer behavior. Kolesova and Singh (2019) discuss how complex product displays can negatively affect consumers' emotional and cognitive states, leading to decreased intentions to make purchases. Lamis et al. (2022) highlight the importance of pleasure and excitement, particularly in the context of flash sales, which can trigger impulsive buying behaviors. Giao et al. (2020) contribute to our knowledge by examining how e-loyalty is influenced by factors like website quality, trust, and satisfaction. Roos and Kazemi (2022) challenge traditional views by establishing positive connections between personality traits and online shopping behaviors.

Other researchers, such as Suthianto (2023), Pasaribu et al. (2022), Suthianto (2023), Masnar et al. (2023) and Quan et al. (2020) explore hedonic values in various contexts, uncovering their roles in shaping aspects like trust, loyalty, satisfaction, and the overall brand experience. Collectively, these studies offer a rich and comprehensive perspective on the diverse influences of hedonic browsing in online consumer behavior. By investigating different dimensions and scenarios, they deepen our understanding of how hedonic elements interact with consumers' online interactions, providing valuable insights for both researchers and practitioners in the field.

2.3. Electronic Word of Mouth (e-WOM)

Electronic Word of Mouth (e-WOM) plays a crucial role in online consumer behavior, offering various perspectives on its complex effects. Giao et al. (2020) demonstrate how e-WOM acts as a mediator between website quality and e-loyalty, revealing a positive link mediated by e-trust and e-satisfaction. This finding emphasizes the significant impact of positive e-WOM on shaping brand perception. Similarly, Quan et al. (2020) investigate the mediation of e-satisfaction in the relationship between website brand equity, e-brand experience, and e-loyalty, highlighting the interconnectedness of these factors. Positive e-satisfaction is shown to catalyze favorable e-WOM, impacting brand awareness and loyalty. Additionally, Acosta Morey et al. (2023) delve into the antecedents of e-loyalty and e-WOM, stressing the foundational role of service quality. This underscores how service quality acts as a precursor to positive e-WOM, intricately linking customer loyalty with the dissemination of favorable electronic word of mouth. Furthermore, studies such as Fernandes and Barfknecht (2020) indirectly highlight crucial elements for e-WOM generation, emphasizing user-friendly and entertaining experiences in mobile shopping applications. Together, these findings shed light on the complex interplay between website quality, brand equity, service quality, and e-satisfaction, collectively shaping the e-WOM landscape and its profound implications for online consumer behavior.

2.4. E-Satisfaction

E-Satisfaction, a pivotal element of the online consumer journey, has been a focal point in numerous studies investigating its intricate connection with antecedents and subsequent implications for consumer behavior and loyalty. In Vietnamese e-commerce, Giao et al. (2020) highlight the mediating role of e-satisfaction between website quality and e-loyalty. Their research underscores how a well-designed website positively contributes to e-satisfaction,

thereby influencing consumer loyalty. The addition of e-trust as a mediating factor enhances our understanding of the mechanisms that shape online consumer experiences.

Suthianto (2023), focusing on the Indonesian marketplace, analyze the determinants of e-satisfaction. They uncover that perceived quality, brand association, e-brand experience, and web entertainment collectively impact e-satisfaction, subsequently affecting e-loyalty. This emphasizes the complex interplay of factors that contribute to user satisfaction in the online realm. Additionally, Candra et al. (2022) explores e-service quality, customer satisfaction, and e-satisfaction in Indonesian online marketplaces, revealing that satisfied customers are more likely to demonstrate positive e-satisfaction, thereby influencing repurchase intention, word-of-mouth, and site revisits.

Quan et al. (2020) delve into the Vietnamese online landscape, investigating the mediating role of e-satisfaction between website brand equity, e-brand experience, and e-loyalty. Their research highlights the significant impact of e-satisfaction on shaping consumer loyalty. Furthermore, Hu et al. (2022) provide insights into the influence of customized logistics services on e-satisfaction and e-loyalty in online retailing, emphasizing the importance of logistical considerations in the overall online shopping experience.

The literature on e-satisfaction offers a comprehensive perspective on its critical role in shaping online consumer behavior and loyalty. It underscores factors such as website quality, brand experience, service quality, and logistics as crucial determinants of e-satisfaction, highlighting the multifaceted nature of online shopping experiences.

2.5. Repurchase Intention

Recent studies have delved into the intricacies of consumer behavior within online marketplaces, shedding light on the multifaceted nature of repurchase intention. Wang et al. (2022) highlights that beyond mere acquisition, repurchase intention is intricately linked to the emotional satisfaction derived from hedonic browsing experiences. Similarly, Skotnicki (2019) emphasizes the fusion of hedonic and utilitarian browsing as a catalyst for fueling repurchase intention in the digital sphere, where pleasure-seeking and practicality intersect. Chan (2015) and Lubogo (2024) underscores the delicate balance between hedonic gratification and utilitarian considerations, portraying repurchase intention as a nuanced dance between emotional fulfillment and pragmatic needs. Ahmed et al. (2024) further elucidates that emotional connections forged during hedonic browsing journeys amplify consumers' inclination towards repurchase, accentuating the role of emotional engagement in shaping purchasing decisions. Liu et al. (2020) and Gibson et al. (2024) both underscore the importance of understanding the nuances of hedonic and utilitarian browsing for fostering long-term repurchase intention, highlighting the necessity for businesses to cater to both experiential and functional needs. Han et al. (2019) echoes this sentiment, stressing the significance of catering to diverse browsing styles to shape consumers' repurchase intentions effectively. El-Manstrly et al. (2024) points to the harmonious balance between hedonic indulgence and utilitarian efficiency as

the driving force behind the allure of repurchase intention in online marketplaces, offering consumers a holistic shopping experience. Li et al. (2020) further explores the synergy between hedonic exploration and utilitarian fulfillment, signaling a shift towards more experiential modes of consumer engagement in online retail environments. Lastly, Tajeddini et al. (2022) emphasizes the interplay between hedonic and utilitarian browsing modes in shaping consumers' repurchase intentions, underlining the necessity for personalized and engaging shopping experiences to foster loyalty in the digital era. Collectively, these insights contribute to a comprehensive understanding of the dynamics underlying repurchase intention in online marketplaces.

The aim of this research is to explore how browsing behaviors impact outcomes such as e-satisfaction, e-WOM, and repurchase intention in online marketplaces. Through investigating these relationships, the study seeks to offer valuable insights for businesses operating in Indonesia's e-commerce sector. Utilizing extensive literature reviews, eight hypotheses are proposed:

2.5.1. H1: Utilitarian browsing positively influences e-satisfaction

Drawing upon the Theory of Planned Behavior (TPB), which posits that attitudes influence behavioral intentions, utilitarian browsing, driven by practical needs such as product search and price comparison, is expected to enhance users' satisfaction with the online marketplace. The study addresses a research gap by focusing on the nuanced relationship between utilitarian browsing and e-satisfaction, crucial for understanding online consumer behavior dynamics.

2.5.2. H2: Hedonic browsing has a positive impact on e-satisfaction

Leveraging insights from the Stimulus-Organism-Response (SOR) framework, which suggests that environmental stimuli influence internal states and behavioral responses, hedonic browsing, characterized by enjoyment and pleasure-seeking, is anticipated to positively influence users' satisfaction with the online marketplace. This hypothesis addresses a gap in the literature by exploring the impact of hedonic experiences on e-satisfaction within the Indonesian online marketplace context.

2.5.3. H3: Utilitarian browsing positively affects electronic word-of-mouth (e-WOM)

Building upon previous research highlighting the role of utilitarian motives in online shopping behavior, this hypothesis posits that utilitarian browsing behaviors, driven by specific goals and needs, contribute to positive electronic word-of-mouth (e-WOM). By addressing this relationship within the Indonesian online marketplace context, the study fills a gap in understanding how utilitarian experiences influence users' propensity to share their experiences with others.

2.5.4. H4: Hedonic browsing has a positive influence on electronic word-of-mouth (e-WOM)

Extending insights from the SOR framework, which emphasizes the impact of environmental stimuli on internal states, hedonic browsing experiences are expected to lead to positive electronic

word-of-mouth (e-WOM) within the Indonesian online marketplace context. This hypothesis addresses a gap in the literature by investigating how hedonic elements influence users' likelihood to share their enjoyable shopping experiences with others.

2.5.5. H5: E-satisfaction positively influences electronic word-of-mouth (e-WOM)

Informed by previous research emphasizing the relationship between customer satisfaction and word-of-mouth communication, this hypothesis suggests that satisfied users are more likely to engage in positive electronic word-of-mouth (e-WOM) about their experiences in Indonesian online marketplaces. By exploring this relationship within the Indonesian context, the study contributes to understanding the drivers of e-WOM in online consumer behavior.

2.5.6. H6: Utilitarian browsing positively influences repurchase intention

Grounded in the Technology Acceptance Model (TAM), which highlights the importance of perceived usefulness in users' acceptance of technology, utilitarian browsing behaviors, driven by practical considerations, are expected to positively influence users' intentions to repurchase from online marketplaces in Indonesia. This hypothesis addresses a gap in the literature by examining the role of utilitarian motives in shaping repurchase intentions within the Indonesian online marketplace context.

2.5.7. H7: Hedonic browsing has a positive impact on repurchase intention

Drawing upon research highlighting the emotional aspects of online shopping experiences, hedonic browsing, characterized by enjoyment and pleasure-seeking, is anticipated to positively influence users' intentions to repurchase from Indonesian online marketplaces. This hypothesis addresses a gap in understanding how hedonic elements contribute to users' loyalty and repurchase intentions within the Indonesian online marketplace context.

2.5.8. H8: E-satisfaction positively affects repurchase intention

Informed by previous research emphasizing the link between customer satisfaction and repurchase intentions, this hypothesis suggests that satisfied users are more likely to intend to repurchase from Indonesian online marketplaces. By examining this relationship within the Indonesian context, the study contributes to understanding the role of e-satisfaction in driving repeat purchases and fostering customer loyalty.

3. METHODOLOGY

In the context of Indonesian online markets, this study uses a quantitative research approach to methodically examine the complex links between utilitarian browsing, hedonic browsing, electronic word-of-mouth (e-WOM), e-satisfaction, and e-loyalty. This study focuses on people who use online marketplaces regularly, including those who have transacted on Indonesian online marketplaces. To guarantee representation across a range of demographic categories, such as age groups, educational backgrounds, economic levels, and geographic areas, a purposive sample technique is employed. Data is collected through structured online questionnaires that include sections on demographics,

internet browsing activity, e-WOM engagement, e-satisfaction, and e-loyalty. A total of 962 respondents were given access to the survey. Prior to being sent on a large scale, the survey is pretested for relevance and intelligibility. Three endogenous variables—e-WOM, e-satisfaction, and e-loyalty—and two exogenous variables—utilitarian and hedonic browsing—are the main subjects of the study.

Statistical analysis of data is done through the use of SPSS 29 and Smart PLS 3. Structural Equation Modeling (SEM) looks at intricate correlations, while descriptive statistics provide information about the sample's primary factors and demographics. Mediation analyses help us comprehend complex relationships on a deeper level. Following ethical rules for research involving human subjects, informed permission, anonymity, and confidentiality for all participants are prioritized. This study is important because it can provide useful information to companies operating in Indonesia's online marketplace. This information can help them create more focused marketing campaigns, improve customer service, and foster e-loyalty.

4. RESULTS AND DISCUSSION

A summary of the respondents' demographics is given in Table 1, which includes information on age, gender, education, place of residence, monthly income, and internet purchasing preferences. According to the gender distribution, 57.8% of respondents are women and 42.2% of respondents are men. As far as age goes, the majority is 50.5% Millennials, followed by Gen X at 31.2% and Baby Boomers at 16.2%. There is variation in educational backgrounds: 37.0% have completed a Bachelor's degree (S1), while 43.9% have studied postgraduate courses (S2/S3). In terms

of residence, the Greater Jakarta Area is home to the majority (79.7%). A wide range of income levels is seen for monthly income, with 31.6% earning more than 10 million IDR. In conclusion, the monthly frequency of online shopping shows that 34.2% of people shop online once, 25.4% twice, and 20.4% three times per month, with different frequency for higher amounts of transactions. All things considered, the table offers a thorough overview of the assessed people's demographic makeup and online purchasing habits.

4.1. Validity and Reliability

Table 2 presents the results of validity and reliability testing for variables related to different aspects of online shopping behavior. Composite reliability refers to the internal consistency of the measurement model, while outer loadings indicate the strength of the relationship between the questionnaire items and their respective constructs.

For example, under the variable "Hedonic Browsing" (HDB), six questionnaire items were evaluated. The composite reliability for this construct is 0.905, indicating a high level of internal consistency among the items. The outer loadings range from 0.667 to 0.837, demonstrating the strength of each item's association with the construct of hedonic browsing. Similarly, for the variable "Repurchase Intention" (RPI), three questionnaire items were assessed. The composite reliability is 0.922, suggesting strong internal consistency, and the outer loadings range from 0.838 to 0.919, indicating the robustness of each item in measuring repurchase intention.

The same pattern follows for other variables such as "e-Satisfaction" (SAT), "Utilitarian Browsing" (UTB), and "e-Word of Mouth" (WOM), with each variable showing high composite reliability

Table 1: Respondent demographics

Demographics	Frequency	Percent	Demographics	Frequency	Percent
Gender			Most Visited Websites		
Male	406	42.2	Shopee	403	41.9
Female	556	57.8	Tokopedia	258	26.8
Age			BukaLapak	75	7.8
<20 years	20	2.1	Lazada	100	10.4
20–39 years (Millennials)	486	50.5	Blibli	16	1.7
40–54 years (Gen X)	300	31.2	Others	110	11.4
55–74 years (Baby Boomer)	156	16.2	Average monthly spending		
Education			<500,000 IDR	522	54.3
High School/Eq	144	15.0	≥500,000c1 mio IDR	289	30.0
Diploma	40	4.2	>1 mio–2.5 mio IDR	95	9.9
Bachelor's Degree (S1)	356	37.0	>2.5 mio–5 mio IDR	38	4.0
Postgraduate (S2/S3)	422	43.9	>5 mio IDR	18	1.9
Residence			Frequency of online shopping per month		
Greater Jakarta Area	767	79.7	Once	329	34.2
West Java and Banten	89	9.3	Twice	244	25.4
Central Java and Yogyakarta	30	3.1	3 times	196	20.4
East Java	23	2.4	4 times	57	5.9
Other	53	5.5	5 times	47	4.9
Monthly Income			More than 5 times	89	9.3
<2.5 mio IDR	154	16.0			
≥2.5 mio–5 mio IDR	208	21.6			
>5 mio–7.5 mio IDR	168	17.5			
>7.5 mio–10 mio IDR	128	13.3			
> 10 mio IDR	304	31.6			

Source: Research data processing results

and substantial outer loadings for their respective questionnaire items. Overall, the results suggest that the questionnaire items effectively measure the intended constructs related to online shopping behavior, demonstrating both reliability and validity in the measurement model. These findings provide confidence in the accuracy and consistency of the research instrument used to study consumer behavior in online marketplaces.

4.2. Hypothesis Testing

The hypothesis testing results on Table 3. Offer a comprehensive understanding of the dynamics driving consumer behavior in online shopping contexts. Firstly, the examination of the relationship between hedonic browsing and repurchase intention unveils a significant connection, indicating that the pleasure-seeking aspects of browsing contribute positively to consumers' intentions to make future purchases. This finding suggests that beyond mere utilitarian considerations, the enjoyment derived from browsing experiences plays a pivotal role in shaping long-term loyalty towards online marketplaces. Moreover, the strong association between hedonic browsing and e-Satisfaction underscores the importance of creating immersive and enjoyable

shopping environments to enhance overall customer satisfaction levels. The substantial T-statistic and extremely low P-value affirm the robustness of this relationship, emphasizing the critical role of hedonic elements in fostering positive perceptions of online shopping platforms.

Conversely, while hedonic browsing appears to influence e-Satisfaction significantly, the hypothesis testing results suggest a less conclusive relationship between hedonic browsing and e-Word of Mouth (WOM). Although hedonic experiences may contribute to customer satisfaction, their impact on encouraging customers to share their experiences on social media platforms seems less pronounced. This finding implies that while hedonic aspects may enhance individual shopping experiences, they may not necessarily translate directly into active advocacy or word-of-mouth promotion.

Shifting focus to utilitarian browsing, the analysis reveals compelling evidence of its impact on both repurchase intention and e-Satisfaction. The significant T-statistics and negligible P-values indicate that practical considerations, such as ease of navigation and transaction security, play a crucial role in

Table 2: Validity and reliability testing results

Questionnaire	Variables	Composite reliability	Outer loadings
HDB1: Online chat rooms are made possible by ecommerce platforms.	Hedonic Browsing	0.905	0.667
HDB2: Safeguarding the personal data that has been submitted.			0.783
HDB3: Secure transactions are guaranteed by online purchasing platforms.			0.846
HDB4: Online retailers ensure privacy and secrecy.			0.837
HDB5: Product searches are made easier by online purchasing sites.			0.782
HDB6: In general, this online marketplace platform makes transactions fairly simple.	Repurchase Intention	0.922	0.774
RPI1: I'm going to buy something from the online store where I last made a purchase.			0.919
RPI2: In the future, I plan to return to the marketplace where I last made my purchase.			0.919
RPI3: I'll tell everyone nearby about the store where I last did my shopping.	e-Satisfaction	0.929	0.838
SAT1: My most recent internet buying experience has left me feeling quite happy.			0.839
SAT2: I want to stay in touch with this online retailer for a very long time.			0.918
SAT3: I have a strong sense of commitment to this internet retailer.	Utilitarian Browsing	0.916	0.896
UTB1: Online marketplaces are a lot of fun.			0.818
UTB2: The platforms for online purchasing are really cozy.			0.828
UTB3: Professional design (color, font size, graphics, animations) characterizes online retail platforms.			0.856
UTB4: Creative design is a feature of online commerce platforms.			0.846
UTB5: In general, the designs of online purchasing platforms are visually pleasing.	e-WOM	0.926	0.817
WOM1: Following purchases made on an online marketplace, I post on my social media experiences as a customer.			0.871
WOM2: I spread the word about good and useful information I come across about goods and services on social media.			0.906
WOM3: I share my thoughts about this online buying platform on social media as I learn about it.			0.915

Alnaim et al., 2022; Beyari and Garamoun, 2024; Jeon et al., 2021; Zhang et al., 2018

Table 3: Hypothesis testing results

Hypothesis	Coefficients	T statistics	P value	Decisions
Hedonic Browsing -> Repurchase Intention	0.095	2.677	0.008	Accepted
Hedonic Browsing -> e-Satisfaction	0.418	10.791	0.000	Accepted
Hedonic Browsing -> e-WOM	0.089	1.859	0.064	Rejected
Utilitarian Browsing -> Repurchase Intention	0.224	5.955	0.000	Accepted
Utilitarian Browsing -> e-Satisfaction	0.359	9.110	0.000	Accepted
Utilitarian Browsing -> e-WOM	0.107	1.994	0.047	Accepted
e-Satisfaction -> Repurchase Intention	0.509	15.716	0.000	Accepted
e-Satisfaction -> e-WOM	0.315	6.403	0.000	Accepted
Hedonic Browsing -> Repurchase Intention	0.095	2.677	0.008	Accepted

Source: Research data processing results

influencing consumers' intentions to return to online marketplaces and their overall satisfaction levels. However, the relationship between utilitarian browsing and e-WOM appears to be less straightforward, with a relatively higher P-value suggesting a weaker connection between utilitarian aspects and customers' likelihood to share their experiences on social media.

Furthermore, the investigation into e-Satisfaction's influence on repurchase intention elucidates a highly significant relationship, highlighting the pivotal role of customer satisfaction as a precursor to repeat purchases. The exceptionally high T-statistic and negligible P-value underscore the paramount importance of prioritizing customer satisfaction initiatives to foster loyalty and drive future sales. Additionally, the significant impact of e-Satisfaction on e-WOM further emphasizes the ripple effect of positive shopping experiences on customers' willingness to advocate for online marketplaces within their social circles.

The hypothesis testing results provide nuanced insights into the multifaceted nature of online shopping behavior, underscoring the intricate interplay between hedonic and utilitarian browsing behaviors, e-Satisfaction, e-WOM, and their collective influence on repurchase intention. These findings offer valuable implications for businesses seeking to enhance customer engagement, satisfaction, and loyalty within the dynamic landscape of online retail.

For a more comprehensive view of the interrelationships between variables, Figure 1 is provided, offering a visual representation of the nine hypotheses in this study. The figure details regression coefficients, revealing the extent of influence that one variable has on another.

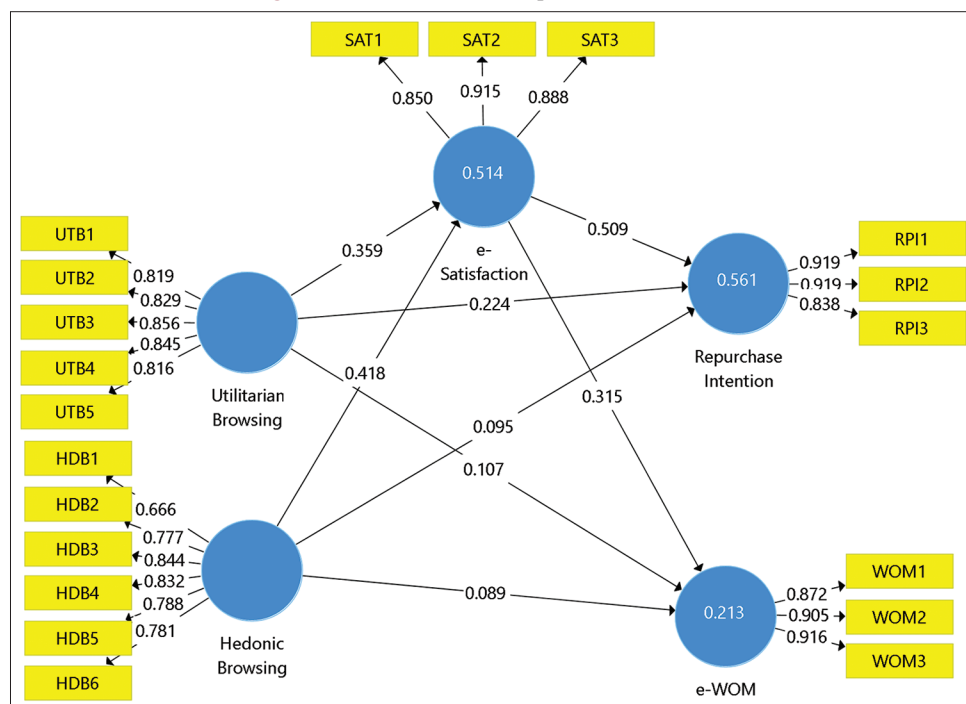
The findings gleaned from hypothesis testing provide nuanced insights that can be translated into actionable strategies for

managing online marketplaces effectively. Firstly, acknowledging the substantial influence of both hedonic and utilitarian browsing behaviors on key metrics such as repurchase intention and e-Satisfaction, managers should adopt a multifaceted approach to platform design and functionality. This involves not only ensuring that the online shopping experience is intuitive and efficient but also imbuing it with elements that evoke pleasure and engagement for the consumer. Investing in features such as personalized product recommendations, immersive visual displays, and interactive interfaces can enhance user enjoyment while simultaneously facilitating their browsing and purchasing journey.

The strong correlation observed between e-Satisfaction and both repurchase intention and e-WOM underscores the paramount importance of prioritizing customer satisfaction initiatives. Managers should proactively gather and analyze feedback from customers, utilizing this information to identify pain points and areas for improvement within the platform. By addressing customer concerns promptly and continuously striving to exceed expectations, businesses can cultivate a loyal customer base who are not only more likely to make repeat purchases but also to advocate for the brand on social media platforms, thereby amplifying its reach and influence.

The findings underscore the critical role of transactional efficiency and security in driving repurchase intention. Given the significant impact of utilitarian browsing on this metric, managers should focus on streamlining the checkout process, optimizing website performance, and implementing robust security measures to instill trust and confidence in consumers. By providing a seamless and secure shopping experience, businesses can alleviate concerns around online transactions and encourage customers to return to the platform for future purchases.

Figure 1: The interrelationships between variables



While the direct impact of browsing behavior on e-WOM may be less pronounced, managers can leverage satisfied customers as brand advocates to amplify their online presence and reputation. Encouraging customers to share their positive experiences on social media, incentivizing user-generated content creation, and fostering a sense of community and engagement can all contribute to increasing brand visibility and driving word-of-mouth referrals.

The detailed analysis of hypothesis testing results provides a roadmap for managers to optimize their online marketplace operations. By prioritizing customer satisfaction, investing in user-centric platform design, ensuring transactional efficiency and security, and leveraging satisfied customers as brand advocates, businesses can create a compelling and competitive online shopping experience that fosters long-term success and growth.

In the dynamic landscape of online marketplaces, contemporary research by Chan (2015) underscores the pivotal role of user-centric design principles in enhancing user satisfaction and driving repurchase intention. Their findings highlight the significance of prioritizing user experience and tailoring online platforms to meet the evolving needs and preferences of consumers. Similarly, Wang et al. (2022), Meiners et al. (2010), Saragih et al. (2022), and Fuentes-Blasco et al. (2017) emphasize the need for businesses to go above and beyond in delivering exceptional customer experiences to cultivate long-term relationships and advocacy. Furthermore, Skotnicki (2019) shed light on the foundational role of trust and security in online transactions, stressing the importance of instilling confidence in consumers to drive repeat purchases. Finally, Gibson et al. (2024) highlight the influential role of satisfied customers in brand advocacy, noting that strong brand identification leads to increased positive word-of-mouth and influences others' purchase decisions. These insights from Western authors provide invaluable guidance for managers in optimizing user experience, enhancing customer satisfaction, fostering trust, and leveraging brand advocates to drive success and growth in online marketplaces.

The findings of this study provide theoretical insights and useful applications that are essential for academic knowledge and managerial decision-making in the setting of online marketplaces. Practically speaking, the results offer insightful information that helps direct firms' strategic decision-making procedures. Managers can optimize website design, improve customer service procedures, and hone marketing efforts by utilizing the characteristics that have been discovered as impacting repurchase intention, satisfaction, and word-of-mouth. Businesses may strengthen their competitive position, cultivate client loyalty, and increase retention rates by customizing offers to create more engaging and satisfying customer experiences. Furthermore, by realizing the value of security and trust in online transactions, organizations may reduce the risks of fraud and data breaches, boosting customer confidence and averting unfavorable outcomes. The research has theoretical benefits as well, such as the expansion of knowledge in consumer psychology, marketing, and e-commerce. The study helps identify new insights and correlations as well as validate and improve current models by conducting empirical tests of hypotheses and theoretical framework validation. Beyond

marketing and e-commerce, these theoretical findings have cross-disciplinary applications that influence research and practices in fields including information systems, cybersecurity, and human-computer interaction. The study's findings essentially close the knowledge gap between theory and practice by providing managers with practical advice for making decisions and by extending the body of knowledge on online consumer behavior among academics.

Although this study offers insightful information about the dynamics of behavior in online marketplaces, it must be acknowledged that it has limits in order to properly interpret the results. The possibility of sample bias is one restriction. The study may have concentrated on particular regions or demographics, which would have limited the findings' applicability to larger groups. Furthermore, the use of self-reported data may add response biases, such as recall or social desirability bias, which could affect the dependability and accuracy of the findings. Furthermore, the cross-sectional study design limits the capacity to prove causation between variables, emphasizing the necessity of longitudinal or experimental research to confirm the associations found. Additionally, it's possible that some contextual factors or variables—such as cultural differences, technology improvements, or market trends—that could affect consumers' online buying behavior were missed in the research. Furthermore, the depth of knowledge about the motivations and experiences of the participants may have been limited by the use of quantitative methods; therefore, complementing qualitative approaches are necessary for a more thorough study. Finally, as is the case with all research, the validity and generalizability of the results may be impacted by inherent limitations in the techniques or measurement tools used. Recognizing these limits helps to clarify the breadth and relevance of the research findings and points out areas that need more study and improvement.

The findings of this study provide significant insights into the complex dynamics of consumer behavior within Indonesian online marketplaces. The results reveal that both utilitarian and hedonic browsing behaviors play pivotal roles in shaping e-satisfaction, e-WOM, and repurchase intention.

Utilitarian browsing, driven by practical and goal-oriented motivations, significantly enhances e-satisfaction and repurchase intention. This aligns with the Theory of Planned Behavior (TPB), where practical and efficient online shopping experiences foster positive attitudes and behavioral intentions towards repurchasing. The strong influence of utilitarian browsing on e-satisfaction underscores the necessity for online marketplaces to optimize functionality, ease of use, and transactional efficiency to meet consumer expectations and foster loyalty.

Conversely, hedonic browsing, characterized by enjoyment and pleasure-seeking, also significantly impacts e-satisfaction, though its effect on e-WOM is less pronounced. This finding suggests that while enjoyable and engaging online experiences enhance overall satisfaction, they do not necessarily translate into active advocacy or word-of-mouth promotion. This nuance highlights the need for businesses to balance both utilitarian and hedonic elements to maximize consumer satisfaction and loyalty.

e-satisfaction emerges as a critical determinant of both repurchase intention and e-WOM. The positive relationship between e-satisfaction and these outcomes emphasizes the importance of prioritizing customer satisfaction initiatives. Satisfied customers are more likely to return for future purchases and share their positive experiences with others, amplifying the reach and reputation of online marketplaces.

The practical implications of these findings are clear: businesses must adopt a multifaceted approach to platform design that prioritizes both functionality and enjoyment. Investing in personalized product recommendations, immersive visual displays, and interactive interfaces can enhance user enjoyment and facilitate their browsing and purchasing journey. Additionally, ensuring transactional efficiency and security is crucial to building consumer trust and encouraging repeat purchases.

From a theoretical perspective, this study contributes to refining existing models in e-commerce and marketing by highlighting the dynamic interplay between utilitarian and hedonic browsing behaviors and their implications for consumer actions. By addressing the nuanced relationships among these variables, the research enriches our understanding of online consumer behavior and provides a foundation for future studies.

Overall, the study underscores the importance of a balanced approach to online marketplace design and management. By catering to both utilitarian and hedonic browsing behaviors, businesses can enhance customer satisfaction, foster loyalty, and drive long-term success in the competitive landscape of Indonesian online marketplaces. Future research should consider longitudinal studies and qualitative approaches to further explore these dynamics and inform strategic decision-making.

5. CONCLUSION

The research findings provide valuable insights into the complex dynamics of online marketplace behavior. Significant relationships were found between utilitarian and hedonic browsing behaviors, e-satisfaction, e-WOM, and repurchase intention. Specifically, utilitarian browsing and e-satisfaction were strongly linked to repurchase intention, while hedonic browsing had a significant impact on e-satisfaction. However, the relationship between hedonic browsing and e-WOM was less pronounced. These findings underscore the importance of understanding and catering to both utilitarian and hedonic aspects of online shopping experiences to drive customer satisfaction and loyalty.

In conclusion, this study highlights the critical role of user-centric design, transactional efficiency, and customer satisfaction initiatives in optimizing online marketplace performance. By leveraging insights from the research findings, businesses can enhance their platform design, streamline transaction processes, and prioritize customer satisfaction to foster long-term relationships and advocacy. Additionally, the study underscores the need for continued research to explore nuanced aspects of online consumer behavior and adapt strategies to evolving market dynamics.

5.1. Implications for Theory and Practice

The study makes significant theoretical and academic contributions by refining existing models in e-commerce and marketing, particularly emphasizing the dynamic interplay between utilitarian and hedonic browsing behaviors and their implications for consumer actions. Through rigorous empirical testing and validation of theoretical frameworks, the research advances scholarly understanding of online consumer behavior dynamics. Moreover, by integrating insights from social psychology and cultural studies, the study enriches our comprehension of how cultural factors shape online consumer behavior. This interdisciplinary approach not only enhances the theoretical foundation of e-commerce and marketing but also fosters interdisciplinary dialogue and collaboration within academia, stressing the study's pivotal role in advancing knowledge in these fields.

From a practical standpoint, the findings offer actionable insights for businesses operating within the Indonesian online marketplace landscape. By acknowledging the significant influence of both utilitarian and hedonic browsing behaviors on key metrics such as satisfaction and repurchase intention, managers can develop targeted marketing strategies and enhance customer experiences. Investments in user-centric platform design, personalized product recommendations, and interactive interfaces can enhance user enjoyment and facilitate their browsing and purchasing journey.

Furthermore, prioritizing customer satisfaction initiatives, leveraging satisfied customers as brand advocates, and ensuring transactional efficiency and security are imperative for fostering long-term loyalty and advocacy. By addressing customer concerns promptly and continuously striving to exceed expectations, businesses can create a compelling and competitive online shopping experience that drives success and growth in the digital marketplace.

This study provides valuable insights into the complex dynamics of online marketplace behavior in Indonesia. By understanding and catering to both utilitarian and hedonic aspects of online shopping experiences, businesses can optimize their platform design, enhance customer satisfaction, and foster long-term relationships and advocacy. However, further research endeavors, including longitudinal studies and comparative analyses across cultural contexts, are warranted to deepen our understanding of online consumer behavior dynamics and inform strategic decision-making in the ever-evolving realm of online retail.

5.2. Recommendations for Future Research

Future research endeavors should focus on longitudinal studies to further explore the causal relationships identified in this study. Additionally, qualitative research approaches could provide deeper insights into the underlying motivations and experiences driving online shopping behavior. Comparative studies across different cultural contexts or market segments could elucidate the universality or cultural specificity of the observed phenomena. Furthermore, research exploring emerging technologies' impact on consumer behavior, such as augmented reality shopping experiences or voice-activated assistants, could offer valuable

insights for businesses navigating the evolving landscape of online retail.

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