

# The Moderating Role of Islamic Knowledge-Seeking Behavior on Online Purchasing Through Hedonic and Utilitarian Motivation

Wut Sookcharoen<sup>a</sup>  
Anan Salem<sup>b</sup>  
Phattaraporn Timdang<sup>c\*</sup>

<sup>a</sup>Chandrasakem Rajabhat University, Bangkok, Thailand,

E-mail: Wut.s@chandra.ac.th

<sup>b</sup>International Islamic College Bangkok, Bangkok, Thailand

E-mail: Anan.sal@krirk.ac.th

<sup>c\*</sup>Suan Dusit University, Bangkok, Thailand,

E-mail: phattaraporn\_tim@dusit.ac.th

Article Info
Received 24 July 2025
Revised 28 August 2025
Accepted 31 August 2025
Available online 31 August 2025

## Abstract

The rapid growth of online shopping, particularly following the Covid-19 pandemic, has made e-commerce an essential part of consumer behavior. This study investigates the influence of hedonic and utilitarian motivations on online purchasing behavior among Muslim consumers, with a focus on whether Islamic knowledge-seeking behavior moderates these relationships. The research objectives are twofold: 1) to examine the role of Islamic knowledge-seeking behavior as a moderating variable in the relationship between hedonic motivation and online purchasing behavior, and 2) to explore the moderating effect of Islamic knowledge-seeking behavior on the relationship between utilitarian motivation and online purchasing behavior. Data were collected from 240 Muslim consumers through an online questionnaire. The findings reveal that hedonic motivation significantly influences online purchasing behavior, while utilitarian motivation does not. Additionally, Islamic knowledge-seeking behavior does not exhibit a moderating effect on either type of motivation in relation to online purchasing behavior. The results suggest that, in this sample, pleasure-seeking and enjoyment play a more significant role in driving online purchases than utilitarian considerations, and that Islamic knowledge-seeking behavior does not significantly alter this relationship. This study contributes to a better understanding of the factors influencing online shopping behaviors among Muslim consumers and offers insights for future research in consumer behavior and e-commerce.

**Keywords:** Online Purchasing, Hedonic Motivation, Utilitarian Motivation, Islamic Knowledge-Seeking Behavior, Muslim Consumers

## Introduction

In the digital age, where technology and the internet play crucial roles in shaping consumer behavior, online shopping has become an integral part of daily life for many individuals. As a result, online shopping has continuously gained popularity in the digital era. Particularly in the past decade, the behavior of online shopping has rapidly grown and become a key component of the global digital economy. This trend was especially accelerated during the Covid-19 pandemic, which prompted consumers to turn to online platforms more frequently (Tran, 2021).

In Thailand, the growth of online shopping has been rapid in recent years due to technological advancements affecting consumer purchasing behavior and the rise in internet users (Siam Commercial Bank, 2021). Today, online shopping has become a convenient activity and an important part of daily life for many Thais, with popular categories including fashion items, electronics, and food (Statista, 2022). A survey by Statista (2022) indicates that in 2021, the number of online shoppers in Thailand increased by 71% compared to 2019, reflecting a growing demand for technology-enabled transactions. The COVID-19 pandemic further accelerated this trend, as consumers were unable to leave their homes as usual. Factors influencing Thai consumers' purchasing decisions include convenience, competitive pricing, and appealing promotions. Additionally, e-commerce platforms in Thailand have adapted to the consumption patterns of Thai consumers by offering secure and convenient payment methods such as QR code payments or cash on delivery.

Motivations for online shopping can be divided into two main types: hedonic motivation, which relates to the pleasure and satisfaction derived from shopping, and utilitarian motivation, which focuses on the practical benefits and utility of the product (Babin et al., 1994). Online shopping not only provides convenience but also meets consumers' diverse needs in terms of both utilitarian and hedonic motives (Babin et al., 1994). However, online shopping behavior can be influenced by cultural and religious factors to which consumers adhere. For Muslim consumers, purchasing decisions may be influenced by the seeking of Islamic knowledge and adherence to religious principles.

Research on the context of Muslim consumers and the influence of Islamic knowledge on their purchasing behavior remains limited, despite the fact that the global Muslim population exceeds 1.8 billion people with a steadily increasing purchasing power. Islam provides comprehensive guidelines for all aspects of life, including consumption and financial transactions. Muslims are required to follow halal (permissible) practices and avoid haram (forbidden) items (Alam & Sayuti, 2021). This research aims to enhance the understanding of the motivational factors that influence online purchasing decisions, which could contribute to the development of marketing strategies that are tailored to meet the needs of consumers while also promoting the integration of Islamic knowledge in business practices.

## Literature Review

### Online Purchasing Behavior

The rapid advancement of digital technology has transformed consumer purchasing behavior, with online shopping becoming increasingly prevalent across global markets. According to Tran (2021), the Covid-19 pandemic served as a catalyst for the accelerated adoption of e-commerce platforms, forcing many consumers to shift their purchasing habits from physical stores to online channels. This transition has prompted researchers to explore

the complexities of online consumer behavior and the factors influencing purchasing decisions in digital environments. Al-Dmour et al. (2020) found that trust and perceived risk play crucial roles in consumers' willingness to engage in online transactions, with higher levels of trust corresponding to increased purchasing intentions.

### **Hedonic Motivation**

Hedonic motivation encompasses the experiential, pleasure-seeking aspects of shopping that emphasize entertainment, enjoyment, and emotional satisfaction (Babin et al., 1994). Consumers with strong hedonic motivations often engage in online shopping for the intrinsic rewards of the experience itself, valuing aesthetic appeal, novelty, and sensory stimulation.

Recent studies have highlighted the growing importance of hedonic elements in online shopping environments. Pappas et al. (2021) found that features enhancing the aesthetic appeal and interactive nature of e-commerce platforms significantly increased consumer engagement and purchase intentions. The relationship between hedonic motivation and online purchasing appears particularly strong for certain product categories. Luxury goods, fashion items, and experiential products tend to elicit stronger hedonic responses, with consumers placing greater emphasis on emotional and symbolic values Liu & Lee (2017). Additionally, social media platforms have emerged as important channels for hedonically-motivated shopping, with influencer marketing and virtual communities playing significant roles in shaping consumer preferences and purchasing decisions.

### **Utilitarian Motivation**

Utilitarian motivation refers to the functional, task-oriented aspects of shopping that emphasize efficiency, rationality, and goal achievement. Consumers with strong utilitarian motivations typically approach online shopping as a problem-solving activity, focusing on product information, price comparisons, convenience, and time-saving benefits. Kim and Sullivan (2019) demonstrated that utilitarian factors such as perceived usefulness, ease of use, and transaction efficiency significantly influence online purchasing decisions, particularly for necessity goods and services.

Research by Shankar et al. (2022) further revealed that utilitarian motivations are strongly associated with planned purchases, with consumers prioritizing product functionality, price competitiveness, and efficient transaction processes. Additionally, utilitarian-oriented shoppers tend to engage in extensive information searching and comparative evaluation before making purchase decisions.

### **Islamic Knowledge-Seeking Behavior**

Islamic knowledge-seeking behavior refers to the active pursuit and acquisition of information related to Islamic principles, practices, and rulings across various aspects of life, including consumption and economic activities. This knowledge-seeking behavior represents an important dimension of religious observance and influences how Muslim consumers interpret and apply Islamic teachings in their daily consumption decisions.

Recent research has highlighted the increasing prevalence of digital platforms for Islamic knowledge dissemination and acquisition. Ibrahim et al. (2020) found that Muslim consumers frequently utilize online resources, mobile applications, and social media platforms to access information about halal products, Islamic financial services, and consumption-related religious rulings.

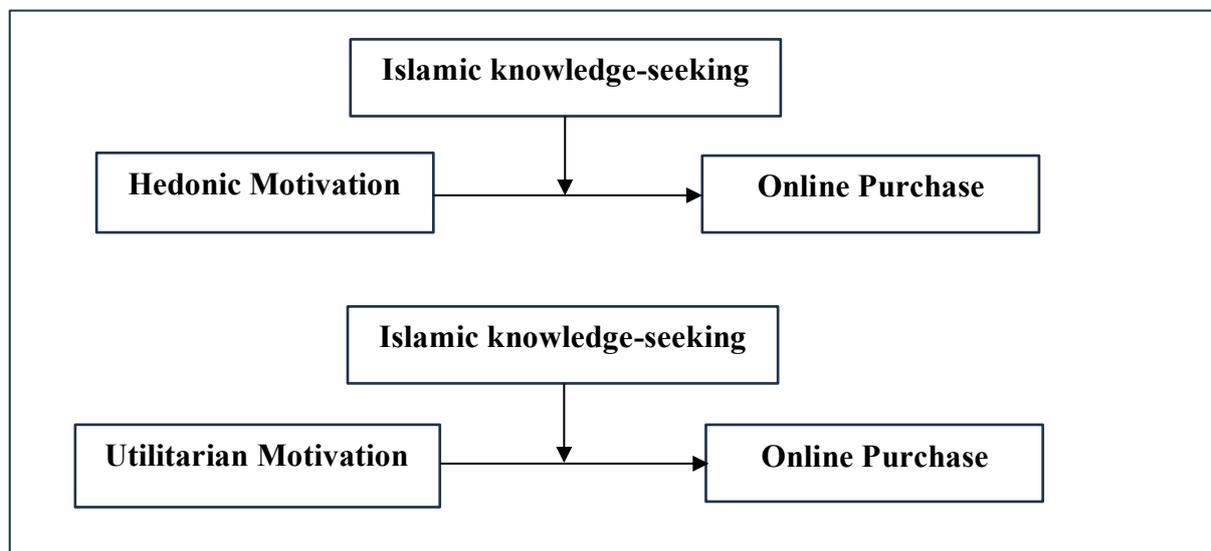
## Research Objectives

The objectives of this research are as follows:

1. To examine the behavior of Islamic knowledge-seeking as a moderating variable on the influence of hedonic motivation on online purchasing.
2. To examine the behavior of Islamic knowledge-seeking as a moderating variable on the influence of utilitarian motivation on online purchasing.

## Conceptual Framework

Based on the literature review, the researcher has designed the conceptual framework, as shown in Figure 1



**Figure 1:** Conceptual Framework

## Research Methodology

This study is a quantitative research that collects data from Muslim consumers aged 18 and above. Following the recommendation by Aguinis et al. (2005) for a minimum sample size of 150 for moderating variable analysis, a total of 240 respondents were surveyed via an online questionnaire, which is sufficient for such analysis. The sample consisted of individuals with prior experience in online shopping, ensuring that participants were familiar with the context of online purchasing and could provide relevant insights into the motivations and behaviors associated with online shopping. Convenience sampling was used to gather responses from those who met these criteria. The data were collected over a specific period, which is critical for understanding the context of the findings, especially given that purchasing behavior among Muslim consumers may vary depending on temporal factors such as Ramadan. For instance, product purchase volumes may fluctuate during the fasting month, making the period of data collection an important factor to acknowledge. The study's data were collected between November and December 2024, which could influence the impact of

cultural and religious events on online purchasing behavior. To ensure the validity and reliability of the data collection instrument, Item-Objective Congruence (IOC) was assessed, and all items exceeded the recommended threshold of 0.5. Reliability was further confirmed using Cronbach’s Alpha, with values of 0.828 for Islamic Knowledge-Seeking Behavior, 0.853 for Hedonic Motivation, 0.812 for Utilitarian Motivation, and 0.973 for Online Purchasing Behavior, indicating that the instrument was reliable. Statistical techniques such as [insert specific techniques like regression analysis, moderation analysis] were employed to analyze the relationships between the variables and investigate the moderating effects of Islamic knowledge-seeking behavior on the relationships between hedonic and utilitarian motivations and online purchasing behavior. These improvements ensure a comprehensive explanation of the sampling process, the data collection period, and the statistical techniques employed in the study.

## Results

The sample group that responded to the questionnaire consisted of 126 males, accounting for 52.5%, and 114 females, accounting for 47.5%. In terms of age distribution, 54 individuals (22.5%) were aged between 18-21 years, 46 individuals (19.2%) were aged between 22-30 years, 41 individuals (17.1%) were aged between 31-40 years, 63 individuals (26.3%) were aged between 41-50 years, and 36 individuals (15%) were aged over 50 years. Regarding education level, 66 individuals (27.5%) had an education level below a bachelor’s degree, 101 individuals (42.1%) held a bachelor's degree (or equivalent), 65 individuals (27.1%) held a master's degree, and 8 individuals (3.3%) held a doctoral degree (as shown in Table 1)

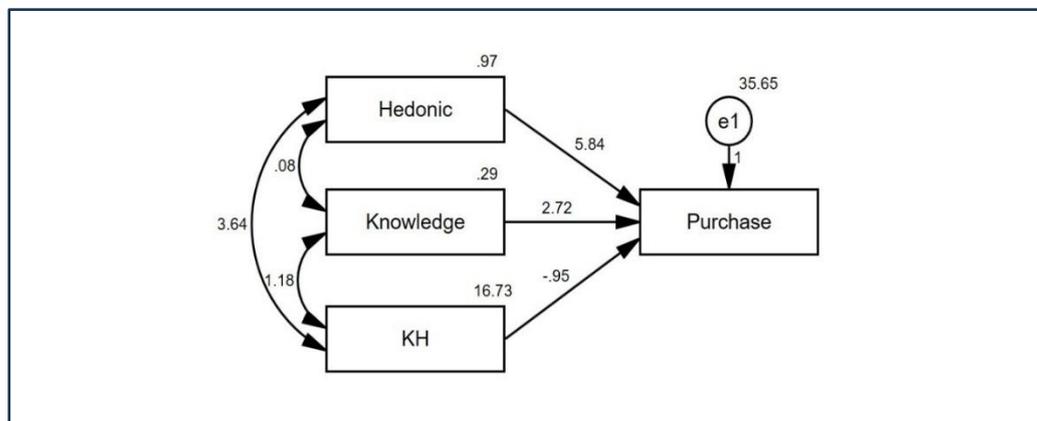
**Table 1:** Demographic Profile of Survey Respondents

Sample group	Frequency	Percent
<b>Gender</b>		
Male	126	52.5
Female	114	47.5
<b>Total</b>	<b>240</b>	<b>100</b>
<b>Age</b>		
18-21 years	54	22.5
22-30 years	46	19.2
31-40 years	41	17.1
40-50 years	63	26.2
over 50 years	36	15
<b>Total</b>	<b>240</b>	<b>100</b>
<b>Education</b>		
Below bachelor’s degree	66	27.5
Bachelor’s degree (or equivalent)	101	42.1
Master's degree	65	27.1
Doctoral degree	8	3.3
<b>Total</b>	<b>240</b>	<b>100</b>

### Results of Data Analysis for Objective 1

From Objective 1, which states to examine the behavior of Islamic knowledge-seeking as a moderating variable on the influence of hedonic motivation on online purchasing, the results of the data analysis revealed that hedonic motivation significantly influences online purchasing (Purchase), with a p-value of 0.008, a Standard Error (S.E.) of 2.213, and a Critical Ratio (C.R.) of 2.637. Islamic knowledge-seeking (Knowledge) does not significantly influence online purchasing, with a p-value of 0.186, a Standard Error (S.E.) of 2.057, and a Critical Ratio (C.R.) of 1.324. The interaction between Islamic knowledge-seeking and hedonic motivation (KH) does not significantly influence online purchasing, with a p-value of 0.127, a Standard Error (S.E.) of 0.624, and a Critical Ratio (C.R.) of -1.524.

Therefore, it can be concluded that hedonic motivation has an impact on online purchasing, Islamic knowledge-seeking does not play a moderating role. (as shown in Table 2)



**Figure 2:** Model Analysis for Research Objective 1

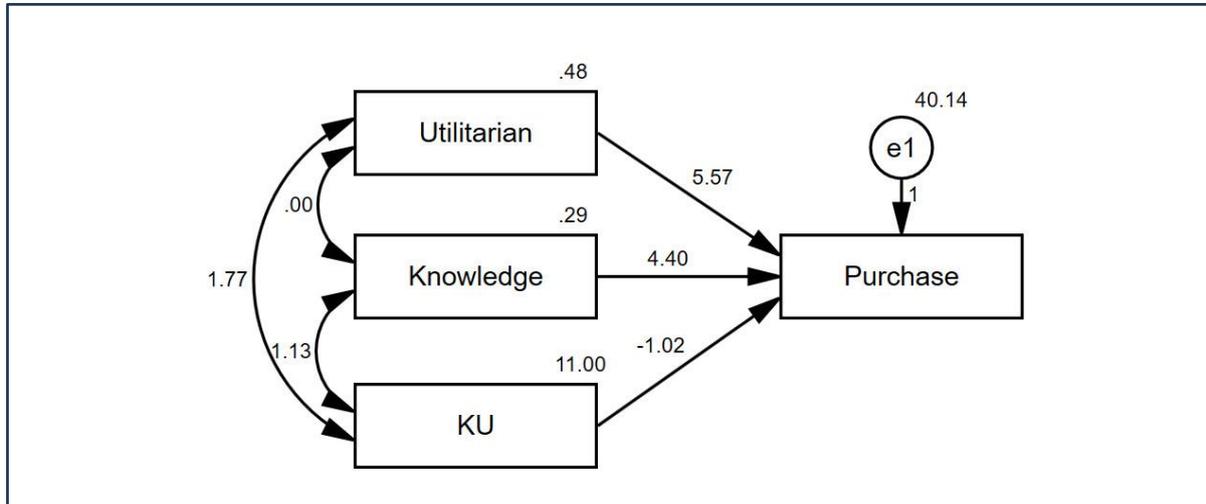
**Table 2:** Results of Data Analysis for Objective 1

	Estimate	S.E.	C.R.	P
Hedonic ---> Purchase	5.837	2.213	2.637	0.008*
Knowledge ---> Purchase	2.723	2.057	1.324	0.186
KH ---> Purchase	-0.951	0.624	-1.524	0.127

### Results of Data Analysis for Objective 2

From Research Objective 2, which states to examine the behavior of Islamic knowledge-seeking as a moderating variable on the influence of utilitarian motivation on online purchasing, the results of the analysis revealed that utilitarian motivation does not significantly influence online purchasing, with a p-value of 0.103, a Standard Error (S.E.) of 3.416, and a Critical Ratio (C.R.) of 1.631. Islamic knowledge-seeking has no significant influence on online purchasing, with a p-value of 0.228, a Standard Error (S.E.) of 3.652, and a Critical Ratio (C.R.) of 1.205. Furthermore, the interaction between Islamic knowledge-seeking and utilitarian motivation (KU) does not significantly influence online purchasing, with a p-value of 0.270, a Standard Error (S.E.) of 0.926, and a Critical Ratio (C.R.) of -1.102.

Therefore, it can be concluded that utilitarian motivation does not influence online purchasing, and Islamic knowledge-seeking does not have a moderating effect.



**Figure 3:** Model Analysis for Research Objective 2

**Table 3:** Results of Data Analysis for Objective 2

	<b>Estimate</b>	<b>S.E.</b>	<b>C.R.</b>	<b>P</b>
Utilitarian ---> Purchase	5.572	3.416	1.631	0.103
Knowledge ---> Purchase	4.401	3.652	1.205	0.228
KU ---> Purchase	-1.020	0.926	-1.102	0.270

### Conclusion

Based on the results of the data analysis, the findings can be summarized according to the research objectives as follows:

For Research Objective 1, which aims to examine the behavior of Islamic knowledge-seeking as a moderating variable on the influence of hedonic motivation on online purchasing, the analysis revealed that hedonic motivation has a significant influence on online purchasing behavior. However, Islamic knowledge-seeking does not have a moderating effect on this relationship.

For Research Objective 2, which aims to examine the behavior of Islamic knowledge-seeking as a moderating variable on the influence of utilitarian motivation on online purchasing, the analysis showed that utilitarian motivation does not significantly influence online purchasing behavior, and Islamic knowledge-seeking does not act as a moderating variable in this relationship.

## Discussion

According to the summary of the data analysis, the key points for discussion are as follows:

1. Hedonic motivation was found to have a significant influence on online purchasing behavior. This finding is consistent with the studies of Pappas et al. (2021) and Liu & Lee (2017), which suggest that media and products can stimulate consumers to make purchases in response to hedonic motivation. This is attributed to the fact that consumers exhibit diverse behaviors and, consequently, have different reasons for making purchasing decisions.

2. Utilitarian motivation was found to have no significant influence on online purchasing behavior, which contrasts with the findings of Shankar et al. (2022). This discrepancy may be explained by the possibility that certain groups of Muslim consumers are still unfamiliar with online purchasing. Even though utilitarian motivation may arise, these consumers may still prefer to make purchases through traditional channels, such as physical retail stores, rather than through online platforms.

3. Islamic knowledge-seeking behavior does not play a moderating role in the relationship between either hedonic or utilitarian motivation and online purchasing behavior. This finding is inconsistent with the study by Alam & Sayuti (2021), which indicated that Muslim purchasing behavior is influenced by Islamic knowledge. This difference may be due to the fact that while Islamic principles clearly specify what is permissible (halal), prohibited (haram), and the ethical guidelines for trade, these principles have not yet been comprehensively applied to the context of online purchasing.

4. Currently, there is no clear consensus on whether purchasing driven by hedonic motivation should be considered a form of excessive or luxury consumption. If scholars were to conclude that purchasing based on hedonic motivation represents extravagant behavior, the provision of Islamic knowledge and education could potentially help reduce online purchasing driven by such motivation. Although the research results indicate no statistically significant moderating effect, the negative value observed in the regression weight suggests a tendency that Islamic knowledge-seeking could contribute to reducing online purchases motivated by hedonic desires.

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