

Does Gamifying the Marketplace Help in Building Consumer Engagement and Intention to Buy Online?

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ABSTRACT:

E-commerce is gaining consumer acceptance due to increased internet penetration and advancements in Indonesia. To engage tech-savvy consumers and meet their evolving needs, e-commerce players use gamification by offering personalized shopping experiences, social functionalities, and easy product access. This study examines how Shopee, an e-commerce retailer, can optimize its gamification strategies and intrinsic motivations to encourage customer engagement and impulsive buying behaviour. The study employs purposive sampling to survey 204 respondents and found that gamification and intrinsic motivations positively influence customer shopping engagement. The data was analyzed using Partial Least Squares (PLS) with the SmartPLS software. The findings show that gamification and intrinsic motivations hold a positive influence on shopping engagement. Furthermore, socialness and shopping enjoyment lead to increased impulsive buying behavior. Notably, shopping engagement emerges as a critical factor positively shaping users' intention to continue using online shopping applications.

Keywords:

Gamification, Intrinsic Motivations, Shopping Enjoyment, Shopping Engagement, Intention to Buy Using a Mobile App, Impulsive Buying Behavior

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1. INTRODUCTION

The existing literature acknowledges that the growth of interactive technology and the widespread use of digital platforms can lead to a more engaging experience, foster customer loyalty, and enhance retailer profitability (Rodrigues et al., 2016). Extrinsic and intrinsic motivations shape consumers' purchase intentions (O'Brien, 2010). However, relying solely on common retailer strategies emphasizing pricing or product innovation is deemed inadequate (Insley & Nunan, 2014). Consequently, businesses are progressively integrating alternative marketing approaches, including gamification, a rapidly growing trend in the market (Yang et al., 2017). According to recent 2018 data, gamification generated approximately \$5.5 billion in revenue, leading to a 600% surge in prospective user downloads for business apps featuring gamification (Lynkova, 2019). Pelling (2002) originally introduced gamification as an approach to infusing electronic transactions with a game-like user interface design to enhance enjoyment and speed. Forbes' (2018) report highlights that gamification has propelled app downloads by up to 600%, enhancing sales and user engagement.

We are Social (2022) reported that as of January 2022, Indonesia had 204.7 million internet users, representing a penetration rate of 73.7% of the population of 277.7 million people. Furthermore, Indonesian users spend an average of 8 hours 36 minutes daily online (We are Social, 2022). The increasing ease of internet access and the widespread use of smartphones are helping to spur the growth of the e-commerce ecosystem in Indonesia (McKinsey & Company, 2018).

Given the rising rate of internet penetration and the continued advancement of e-commerce in Indonesia, e-commerce players must formulate optimal strategies to engage tech-savvy consumers and fulfill their ever-evolving preferences. Gamification is one of several tactics that is gaining popularity among e-commerce players, as it may offer more social functionalities, a personalized shopping experience, and easier access to different products (Xu et al., 2021).

Shopee is the most prominent platform in Indonesia that uses a variety of gamification strategies. The gamification approach was initially implemented in 2018 and came to the market as an in-app game (Taruli et al., 2021). The first game that Shopee introduced to the public was "Goyang Shopee", which reportedly had 500 million players by 2019. Shopee also implements other gamified mechanics to support users' online shopping experience. For instance, Shopee users can view their Shopee Coins or the in-app currency on the home page. "Hadiah Shopee" icon on the home button allows users to access the app's different gamified features. Users can perform daily check-ins to receive currency incentives on one of the landing pages and complete missions like "Share & Win", "Bonus Shopee 10 Juta", "Lucky Prize", and many other tasks. Users can also complete daily check-in missions to accumulate and generate additional bonuses.

Additionally, Shopee users can earn Shopee coins by leaving a product review. After purchase, users can give a star rating, comment, and submit photographs or videos to support their product review. These examples highlight that gamification in retail entails more subtle additions of game components to enhance an existing shopping experience.

Canio et al. (2021) examined intrinsic motivations associated with shopping gamification that directly impact shopping engagement and indirectly influence mobile shopping intention. The study provides insights into the moderating role of the online shopping experience, a crucial factor when considering gamification. Similarly, McGonigal (2011) argues that intrinsic motivation elements are more critical in influencing consumer behaviour

than extrinsic ones. Furthermore, a mix of intrinsic motivations should be considered (Deterding, Dixon, et al., 2011; Deterding, Khaled, et al., 2011).

Building on Canio et al. (2021), this study investigates three intrinsic motivations related to shopping gamification: focused attention (O'Brien, 2010), shopping enjoyment, and socialness (Rodrigues et al., 2016). Herzig (2012) found that focused attention strongly affects engagement in the business app context. Additionally, the opportunity to share shopping tasks with relatives or friends is also relevant to stimulate purchases in the retailing context (Arnold & Reynolds, 2003). Lastly, Yang et al. (2017) found that the perceived enjoyment of using a gamified marketing activity positively influences engagement.

Compared to Canio et al. (2021), this study includes an additional variable: impulsive buying behaviour. This variable is significant because there needs to be more understanding of the psychological aspects of impulsive buying. This gap in the literature seldom highlights the simultaneous impact of intrinsic factors on impulsive buying behaviour (Badgaiyan & Verma, 2014). Therefore, this study aims to fill this marketing and retail literature gap, particularly in online shopping settings.

2. LITERATURE REVIEW

2.1 Gamification

Gamification, using game elements and mechanics in non-game contexts, has gained significant attention in recent years. Simoes et al. (2013) define gamification as using video game features, such as game mechanics and dynamics, in non-game settings. It involves the adoption of game-thinking and playful design in commercial settings.

The online retail industry applied gamification to boost consumer shopping engagement. Shopping engagement refers to a consumer's level of involvement and interaction with a retailer or brand. A growing body of research suggests that gamification can positively influence shopping engagement. A study by Huang et al. (2018) found that gamification elements such as points, badges, and leaderboards increased engagement in an online shopping context. Another study by Zhang et al. (2020) found that gamification increased browsing time and purchase intention in an online retail environment.

Furthermore, gamification has been shown to increase consumer loyalty and repeat purchases. A study by Kim et al. (2018) found that gamification elements such as rewards and challenges increased consumer loyalty towards a retail brand. Similarly, Suh et al., (2018) found that gamification elements such as virtual rewards and social recognition increased repeat purchases.

The literature suggests that gamification can positively impact shopping engagement by increasing consumer involvement and loyalty. As such, retailers and brands may benefit from incorporating gamification elements into their shopping experiences to enhance engagement and build customer relationships. Thus, this paper hypothesizes that:

H₁: Gamification positively affects shopping engagement.

2.2 Focused Attention

Individuals often experience a sense of flow when playing video games, leading to greater task involvement (Arnold & Reynolds, 2003; Webster & Martocchio, 1995). Correspondingly,

focused attention, known as the flow state, depicts a person's temporary and environmental dissociation resulting from the entire absorption in the task (Blazquez-Cano et al., 2017). The two concepts convey a cognitive absorption in which consumers' consciousness is focused on the activity. Focused attention constitutes one of the main aspects of hedonic perception toward user engagement (Trevino & Webster, 1992). Intrinsic interest, curiosity, focused attention, and intense concentration are highly associated with engagement (Agarwal & Karahanna, 2000).

Focused attention, the ability to concentrate on a specific task or object, is vital in many aspects of daily life, including shopping. In shopping engagement, focused attention can be defined as the degree to which a shopper is fully absorbed in the shopping experience. This literature review explores the relationship between focused attention and shopping engagement.

Research suggests that focused attention can positively influence shopping engagement. A study by Van Rompay et al. (2012) found that shoppers who were more focused on their shopping task were more likely to purchase and spend more money than those who were less focused. Furthermore, a study by Yalch & Spangenberg (2000) found that when shoppers were more focused on the products, they were more likely to evaluate them positively and consider purchasing them.

Additionally, focused attention has been shown to increase satisfaction with the shopping experience. A study by Jo et al. (2020) found that shoppers who were more focused on the shopping experience reported higher satisfaction levels than those who were less focused. Another study by Yaoyuneyong et al. (2018) found that focused attention increased pleasure and enjoyment in a virtual shopping environment.

Overall, the literature suggests that focused attention can positively impact shopping engagement by increasing the likelihood of purchasing, improving product evaluation, and enhancing satisfaction with the shopping experience. As such, retailers may benefit from strategies that enhance shoppers' focus and attention during the shopping experience to improve engagement and sales. Thus, this paper hypothesizes that:

H₂: Focused attention positively affects shopping engagement.

2.3 Shopping Enjoyment

Shopping is not just a transactional experience; it is a journey that often evokes emotions and feelings of enjoyment (Vieira, 2013). Shopping enjoyment refers to the delight and pleasure derived from shopping. This emotional aspect of the shopping process can significantly impact consumers' buying behavior. Research has shown that consumers' emotional states while shopping can profoundly affect their engagement and decision-making processes (Beatty & Ferrell, 1998; Wolfinbarger & Gilly, 2001).

When consumers experience joy and delight during their shopping journey, it creates a positive emotional atmosphere that encourages them to engage more actively in the shopping process (Kauppinen-Räsänen et al., 2020). This engagement can manifest in various ways, such as spending more time exploring products, interacting with sales representatives,

and seeking information about different options. The pleasurable emotions associated with shopping enjoyment may drive individuals to immerse themselves in the shopping experience, increasing their overall involvement and interaction with the shopping environment (Kim et al., 2021). Thus, this paper hypothesizes that:

H₃: Shopping Enjoyment Positively Affects Shopping Engagement

Initially, impulsive buying behaviour (IBB) was introduced to illustrate unplanned purchase behaviour (Cobb & Hoyer, 1986). Many scholars argued that IBB is beyond unplanned behaviour and includes an experience of an urge to buy. As a result, IBB was defined as the consumer involving "a sudden, often powerful, and persistent desire to buy something right away" (Rook, 1987).

Positive emotions resulting from shopping enjoyment can significantly impact impulsive buying behaviour (Larasati & Yasa, 2021). Consumers are more likely to make spontaneous and unplanned purchases when they are in a positive emotional state. The enjoyment they derive from the shopping experience can lower their inhibitions and make them more open to trying new products or indulging in items they may not have intended to buy initially (Lin et al., 2022). The pleasurable mood created by shopping enjoyment can lead to a willingness to embrace the moment and make impulsive purchase decisions. Thus, this paper hypothesizes that:

H₄: Shopping Enjoyment Positively Affects Impulsive Buying Behavior

2.4 Socialness

Online shopping in the e-commerce domain is attractive and compelling since it is an activity that lends itself to social interaction because it is something that people enjoy doing collaboratively (Goswami et al., 2007) and is also regarded as a part of the socialization process in most cultures (Sommer et al., 1992).

Collaborative online shopping, described as "the activity when a customer shops at an online store concurrently with one or more remotely placed shopping partners," is an intriguing new kind of e-commerce based on the social underpinning of shopping (Zhu et al., 2010). Collaborative online shopping is appealing because it satisfies social needs uniquely, and studies suggest that collaborative shoppers spend much more than solo shoppers (Sommer et al., 1992).

As a result, collaborative online purchasing is dubbed the "next big thing in e-commerce" (Cuevas, 2013; Yue et al., 2014). Consequently, more e-retailers are scrambling to integrate collaboratives into their websites to entice collaborative shoppers and enhance their purchasing and loyalty. Thus, this paper hypothesizes that:

H₅: Socialness positively affects shopping engagement.

H₆: Socialness positively affects impulsive buying behavior.

2.5 Shopping Engagement

In the digital age, shopping has transcended physical stores and found a new realm in mobile apps. Shopping engagement is an evolving concept that arises from the customer's

experience while interacting with shopping apps on their mobile devices (Thakur, 2016). It encapsulates the dynamic and motivational experience that captures customers' attention and keeps them engrossed, interested, and connected throughout their digital shopping journey. This engagement is crucial for the success and sustainability of online shopping apps.

The essence of shopping engagement is to foster a meaningful and immersive experience for users within online shopping apps (Canio et al., 2021). When highly engaged users are not merely passive participants, they become active and motivated shoppers drawn into the app's interface, features, and content. This heightened engagement is linked to "continuance intention," which refers to a user's intention to continue using a service or platform (Bitrián et al., 2021).

In the context of online shopping applications, shopping engagement creates an environment where users feel invested in their interactions. They are more likely to explore products, categories, and offers, thereby experiencing a deeper connection with the app (Salehudin & Alpert, 2022). Users who derive enjoyment, satisfaction, and value from this engagement are more inclined to develop a positive attitude toward the app and its offerings.

This positive attitude, fostered by shopping engagement, directly influences users' intention to continue using the app. The more engaged users are, the more likely they perceive the app as valuable and relevant to their shopping needs (Ali et al., 2021). Consequently, they are motivated to sustain their usage, anticipating future benefits and rewards that the app can provide. Thus, this paper hypothesizes that:

H₇: Shopping engagement positively affects the online shopping application continuance intention.

2.6 Impulse Buying and Online-shopping App Continuance Intention

In today's dynamic digital landscape, online shopping applications have emerged as indispensable platforms for modern consumers. Within this fiercely competitive environment, the sustained intention of users to continue utilizing an online shopping app is most important for its long-term success. Notably, impulse buying behaviour is a recurring phenomenon in online shopping, which intriguingly sheds light on a captivating connection between impulsive tendencies and the seamless continuation of app interaction (Bao & Yang, 2022).

Impulse buying behaviour is a tangible manifestation of active involvement and engagement within an online shopping app (Salehudin & Alpert, 2022). Rather than being mere bystanders, users who partake in impulsive purchases are driven by an urge to explore diverse products sold in the marketplace, respond to enticing offers, and make instantaneous purchase decisions. This interactive dedication accentuates the concept that users perceive the app as captivating and stimulating, propelling them toward impromptu and unplanned purchases.

Furthermore, impulsive purchases pave a direct route to instant gratification for users. Their engagement in spontaneous purchases via the app transforms their perception of the platform into a conduit for the immediate fulfillment of desires and needs. This perception,

in turn, amplifies the app's perceived value, effectively elevating it to the status of a tool that grants instantaneous gratification. As users derive value and satisfaction from this experience, they naturally view the app as a valuable resource worthy of consistent use.

In summary, the culmination of active engagement, positive emotions, and the perceived value facilitated by impulsive purchases substantially impact users' intentions (Lim et al., 2017; Styvén et al., 2017). Their inclination towards impulsive buying underscores their enthusiasm for the app and their ability to derive instant gratification. Consequently, their intention to maintain their app usage is reinforced. Thus, this paper hypothesizes that:

H₈: Impulsive Buying Behavior affects the Online-shopping App Continuance intention.

3. METHODS

3.1 Research Model Framework

This section discusses the theoretical framework used as the basis of the hypotheses tested in this paper. A summary of the research framework is shown in Figure 1, while explanations for each hypothesis are discussed in detail below.

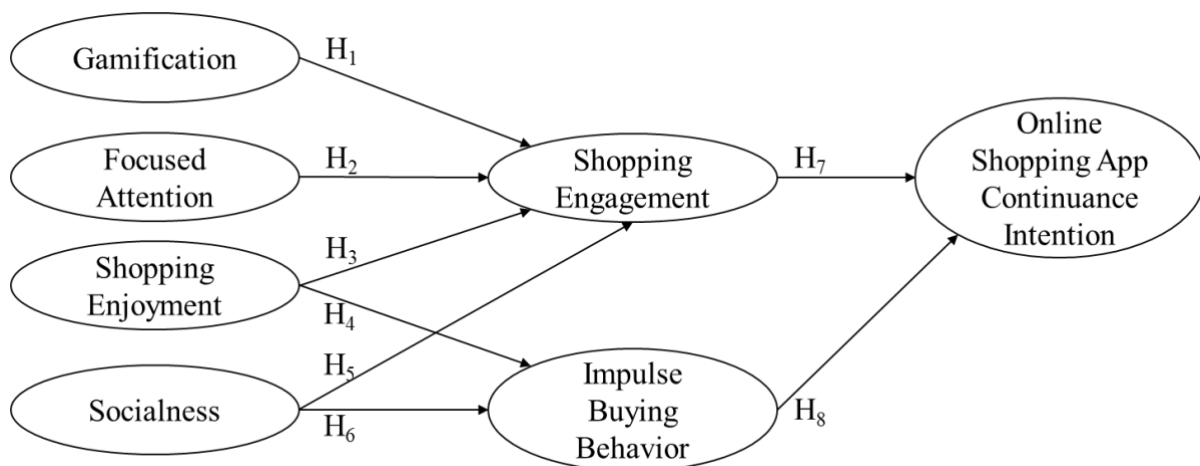


Figure 1. Research Model Framework

3.2 Respondents and Data Collection

This study employs purposive sampling and focuses on a specific demographic: Indonesian citizens residing on Java Island, aged 18 to 44, who actively use the Shopee mobile app. In this context, active users refer to respondents who have engaged in both online purchases and participated in at least one Shopee game within two weeks of the data collection. The data was collected through an online survey from April to March 2022. Participants were recruited through various social media channels. The questionnaire comprises 28 items, setting the minimum required respondents for the study at 140. The study surpassed this target, amassing 204 eligible responses for in-depth analysis. This robust sample size enhances the study's statistical reliability and enables more comprehensive insights.

3.3 Measurement Instrument

The research questionnaire comprises 28 items, all gauged using a seven-point Likert Scale from 1 (strongly disagree) to 7 (strongly agree). Gamification, a pivotal aspect, is evaluated

through an item tailored by (Hsu et al., 2017). Focused attention and shopping engagement, pivotal constructs, are assessed employing scales developed by O'Brien & Toms (2013). Socialness, a key dimension, finds its roots in the research of Arnold & Reynolds (2003). The measurement of shopping enjoyment draws inspiration from items designed by Johnson et al. (2015). Lastly, the scales formulated by Overby & Lee (2006) are harnessed to compute the online shopping App Continuance intention, a crucial endogenous variable. This comprehensive methodology ensures a well-structured and thoroughly evaluated measurement approach across the diverse dimensions under study.

3.4 Data Analysis

For this research, the data analysis was conducted employing Partial Least Squares (PLS) using SmartPLS software. PLS is a robust statistical technique ideal for complex structural equation modeling, especially in situations with smaller sample sizes or when the relationships between variables are not assumed to be normally distributed. SmartPLS, a widely recognized tool in the field of quantitative research, facilitated the examination of relationships between key constructs. It enabled the assessment of both the measurement model, validating the reliability and validity of the measures, as well as the structural model, which elucidated the relationships and effects between the latent constructs. The advantage of PLS lies in its ability to handle latent variables with a limited sample size, making it a suitable choice for this study involving 204 Indonesian respondents.

4. RESULTS AND DISCUSSION

4.1 Validity and Reliability

The validity and reliability of each item were evaluated through Cronbach's Alpha, Kaiser-Meyer-Olkin (KMO), Bartlett's Test, Mean of the Sum of Squared Loadings (MSA), and Factor Loading. Following the guidelines of Hair Jr. et al. (2017), all items were valid and reliable, meeting the stipulated criteria. Each item met the conditions: KMO value ≥ 0.5 , Bartlett's Test of Sphericity ≤ 0.05 , MSA ≥ 0.5 , and a factor loading ≥ 0.5 on the component matrix. This rigorous assessment assures the robustness and trustworthiness of the measurements.

4.2 Respondents' Profile

Out of the 204 respondents who participated in the survey, a notable gender disparity was observed, with a significant majority being women. The survey also revealed a prevailing trend among individuals aged 18 to 24, primarily pursuing their bachelor's degrees and engaging mainly in student activities. Furthermore, a substantial portion of the respondents reported that their average monthly expenses range from Rp0 to Rp2.000.000, and they typically engage in shopping activities approximately 1-2 times a month. Notably, the survey findings indicated that more than 50% of the respondents allocate a one-time expenditure of Rp500.000 on Shopee, showcasing a consistent spending pattern among this demographic. A summary of the demographics is shown in Appendix 1.

4.3 Structural Model Analysis

The researcher examined the significance of the direct path coefficients to determine the direction and the magnitude of the exogenous variables that impacted the endogenous variable. Referring to Hair Jr. et al. (2017), the method used to evaluate the test significance is bootstrapping with a recommendation of utilizing 5,000 subsamples and a significance level of 0,05. This research adopts the one-tailed type because the hypotheses are proposed to have a positive relationship. To be regarded as significant, the T-Value of the effect of the

independent variable on the dependent variable must acquire a value of ≥ 1.645 to be declared to have a positive influence and ≥ -1.645 to be considered a negative influence. The path coefficient results between variables directly related or directly affected is presented in Table 1 below. The detailed result of the statistical output is shown in Appendix 2.

The result presented in Table 1 revealed that the largest path coefficient value in this model is the relationship between shopping engagement, Online-shopping App Continuance intention (0,516), followed by the effect of shopping enjoyment on impulsive buying behaviour (0,383), the effect of impulse buying behaviour on Online-shopping App Continuance intention (0,357), the effect of gamification on shopping engagement (0,317), the effect of shopping enjoyment on shopping engagement (0,291), the effect of focused attention on shopping engagement (0,244), the effect of socialness on shopping engagement (0,164), and the effect of socialness on impulsive buying behaviour (0,143).

Table 1. Summary of the study's results

Path Coefficient	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Conclusion	
GAM → ENG	0,317	0,319	0,061	5,219	0,000	H ₁ Significant
FOC → ENG	0,244	0,244	0,062	3,931	0,000	H ₂ Significant
ENJ → ENG	0,291	0,290	0,058	5,029	0,000	H ₃ Significant
ENJ → IBB	0,383	0,389	0,067	5,764	0,000	H ₄ Significant
SOC → ENG	0,164	0,164	0,058	2,851	0,002	H ₅ Significant
SOC → IBB	0,143	0,146	0,075	1,902	0,029	H ₆ Significant
ENG → OSACI	0,516	0,514	0,046	11,246	0,000	H ₇ Significant
IBB → OSACI	0,357	0,362	0,052	6,804	0,000	H ₈ Significant

Based on the direct effect evaluation, it can be concluded that 8 (eight) path coefficients attained the requirements of the T-Value of 1.645 and P-Value < 0.05 , which can be interpreted as significant effects.

4.4 Discussion

The preliminary research model and hypothesis of this research are aimed to explore how Shopee as retail e-commerce can optimally structure its gamification and related intrinsic motivations to strengthen users' enjoyment and purchasing behaviour. The study was conducted on 204 Indonesian respondents. The respondents are required to live in Java Island, be 18-44 years old, play at least one Shopee game, and purchase at least once on the Shopee mobile app.

Gamification and Intrinsic Motivation

The findings demonstrate a clear positive and significant impact of gamification and intrinsic motivations on shopping engagement. This supports Hypothesis 1, confirming that gamification plays a crucial role in influencing customers' shopping engagement. This result aligns with past studies, particularly the work of Canio et al. (2021), which identified gamification as a key motivator for strengthening shopping engagement.

Focused Attention and Shopping Engagement

Our research further supports Hypothesis 2, indicating that focused attention positively correlates with shopping engagement. This finding is consistent with the findings of Canio et al. (2021), who observed a direct positive effect of focused attention on shopping engagement in multifunctional retailing apps.

Shopping Enjoyment and Shopping Engagement

The study also affirms Hypothesis 3, demonstrating that shopping enjoyment has a significant positive influence on shopping engagement. This result is in line with prior research. Canio et al. (2021) found that consumers with a positive mood tend to exhibit greater shopping engagement. Additionally, Sina & Kim (2018) noted similar outcomes in the retail domain, emphasizing that mobile apps with enhanced connectivity and interactivity fulfill consumers' desire for enjoyment and entertainment.

Shopping Enjoyment and Impulsive Buying Behavior

Another noteworthy finding is the positive and significant correlation between shopping enjoyment and impulsive buying behavior. This supports previous research, which suggests that customers with a high affinity for shopping enjoyment are more likely to spend extended periods browsing in-store and demonstrate a stronger inclination for impulsive purchases (Chavosh et al., 2011). Parboteeah et al. (2009) also highlight shopping enjoyment as a significant affective driver of impulse buying.

Socialness and Shopping Engagement

Hypothesis 5, which proposed a positive correlation between socialness and shopping engagement, finds support in our research. This is consistent with Canio et al. (2021), who emphasized the influential role of socialness in driving shopping engagement. Additionally, interactions between customers and the app were found to lead to a stronger sense of

socialness, influencing customer enjoyment of the app (Rodrigues et al., 2016; Wakefield et al., 2011).

Socialness and Impulse Buying Behavior

While Hypothesis 6 yielded the lowest standardized coefficient among the hypotheses, indicating a relatively weaker effect, it is important to note that socialness still plays a significant role in encouraging impulse purchases. This result is consistent with previous research by Sharma et al. (2018) and Xiang et al. (2016), both of which highlight the impact of social interactions on impulsive buying behavior.

Shopping Engagement and App Continuance Intention

Hypothesis 7, which posited a positive correlation between shopping engagement and online shopping app continuance intention, produced the highest standardized coefficient. This finding underscores the critical role of shopping engagement in influencing users' intention to continue using the mobile app. It aligns with earlier research by Canio et al. (2021) and (Rosen, 2001), emphasizing that prolonged and frequent user engagement with an online retail site correlates with an increased likelihood of making purchases.

Impulsive Buying Behavior and App Continuance Intention

Hypothesis 8, which proposed a positive influence of impulsive buying behavior on online shopping app continuance intention, is supported by the data. This result is consistent with prior research conducted by Styvén et al. (2017), who also found a direct positive influence between impulsive buying behavior and app continuance intention.

Mediation Analysis

Our mediation analysis reveals that shopping engagement serves as a mediator between gamification, focused attention, socialness, shopping enjoyment, and the intention to buy using a mobile app. This implies that while these factors may not directly influence shopping engagement, they do so indirectly through their impact on user engagement. This finding is in line with the concept of full mediation as outlined by Hair Jr. et al. (2017).

In conclusion, this research provides valuable insights into the intricate dynamics of user behavior on the Shopee platform, shedding light on the critical role of gamification, intrinsic motivations, focused attention, shopping enjoyment, and socialness in driving shopping engagement and app continuance intention.

5. CONCLUSION

5.1 Conclusion

The study reveals significant findings regarding the interplay of various factors in influencing online shopping behaviour. Firstly, gamification and intrinsic motivations—comprising focused attention, shopping enjoyment, and socialness—hold a positive influence, motivating customers to heighten their shopping engagement. Specifically, socialness and shopping enjoyment lead to increased impulsive buying behavior among individuals. Notably,

shopping engagement emerges as a critical factor positively shaping users' intention to continue using the shopping apps.

Additionally, prior online shopping experiences positively impact the inclination to make purchases through mobile apps. Intriguingly, these experiences also moderate the connection between shopping engagement and the intention to use a mobile app for purchases.

Furthermore, the research underscores the varying magnitude of influence among these relationships. Socialness' link with impulsive buying behavior yields the least impact. In contrast, the association between shopping engagement and the intention to use a mobile app for purchases exhibits the most substantial effect. These findings collectively illuminate the intricate web of dynamics shaping online shopping behaviour, providing insights into the factors that hold the most sway over consumers' decisions and actions.

5.2 Recommendations

The relationship between shopping engagement and intention to buy using a mobile app variable has the most significant effect. Hence, it would be favorable for Shopee to improve customers' intention to buy using a mobile app. Currently, Shopee's loyalty program can give unique benefits for three different consumer tiers (silver, gold, platinum) based on customers' shopping frequency. Aside from the current initiatives, Shopee could also innovate and apply this loyalty program to Shopee Games, given the big community of gamers. For instance, Shopee can offer an exclusive price promo or exclusive voucher partner for the game players who reached a certain game level. The higher the level they completed in the game, the greater the prize that the user can get. That way, Shopee can enhance both users' engagement and purchase intention.

To enhance customers' previous online shopping experience, Shopee could simplify the online shopping flow. Shopee should ensure that the transaction process is straightforward to follow. For example, provide three clicks from the checkout to the payment process. Also, assuring that the application simplifies and improves user shopping efficiency. Shopee must maintain solid mobile app performance by minimizing errors, bugs, junk, and cache to avoid the risk of crashes or long lead times in the application.

Shopee can also maintain users' engagement and impulsive buying behaviour while using the app by providing alternatives to the payment method to boost shopping engagement and impulsive buying behaviour. For instance, develop a payment system that allows customers to pay using Face ID instead of switching to another app to complete the transaction. Users will have a more delightful shopping experience if payment is more convenient and accessible, leading to more engagement and spontaneous purchases.

5.3 Limitations

This study identified several limitations during its execution, as outlined below:

First, the sample population of this study was predominantly composed of respondents from the Gen Z demographic, resulting in an imbalanced representation compared to millennials, who comprise the largest E-commerce user group in Indonesia. The study involved 28 millennial respondents and 168 Gen Z respondents, potentially skewing the generational perspectives explored.

Second, the screening questions in the questionnaire merely required respondents to possess prior experience in both gaming and online shopping on Shopee. Given the relatively nascent nature of gamification in Indonesia, respondents might possess varying levels of understanding, perception, and evaluation of Shopee's gamified elements. This could lead to limitations in the accuracy and consistency of their assessments.

Third, while there are distinct classifications of impulsive buying behavior, such as pure, reminder, suggestive, and planned impulsive buying behavior, this research does not explicitly specify the type of impulsive buying behavior under evaluation. Future research endeavors could consider incorporating a focused assessment of a specific impulsive buying behavior category. This approach would provide a deeper understanding of the motivations that drive individuals' immediate purchasing behaviors.

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