MOTIVATION FACTORS IN DRIVING CONSUMER PURCHASING BEHAVIOR THROUGH SHOPEE FARM GAME IN MALAYSIA

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APPROVAL

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MOTIVATION FACTORS IN DRIVING CONSUMER PURCHASING BEHAVIOR THROUGH SHOPEE FARM GAME IN MALAYSIA

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This thesis is submitted in partial fulfilment of the requirements for the award of Bachelor of Technology Management (High Technology Marketing) with Honors

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

Faculty of Technology Management and Technopreneurship
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JANUARY 2024

DECLARATION

'I hereby declare that all the work of this thesis entitled Bachelor of Technology Management (High Technology Marketing) with Honors is original done by myself and no portion of the work encompassed in this research project proposal has been submitted in support of any application for any other degree or qualification of this or any other institute or university of learning.'

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DEDICATION

I dedicate my final year project to the exceptional guidance and unwavering support of Datin Dr. Suraya Binti Ahmad, whose expertise and commitment have been invaluable throughout this journey. Her mentorship has shaped my academic growth and fueled my determination to excel. I am immensely grateful for her patience, insightful feedback, and dedication to my success. I would also like to express deep appreciation to my friends, and family who have contributed to my education and provided unwavering support. This achievement stands as a testament to the collective efforts of those who believed in me and helped me reach this pinnacle of my academic career.

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ABSTRACT

In today's technologically advanced society, online purchasing has become essential in our daily life. Consumers are enticed to e-commerce platforms for their ease of use and benefits, while gamification is used to attract and keep loyal consumers. As a result, this technique tends to make their goods extremely attractive for spending less money due to the availability of extra discounts and vouchers. Accordingly, this research aims to examine the relationship between motivation factors towards consumer purchasing behavior (CPB) through the Shopee Farm Game in Malaysia. The self-determination theory (SDT) might help further clarify the relationship between motivation factors towards CPB. An online survey questionnaire will be distributed to around 322 Shopee Farm Game players for data collection. All of the measuring tools utilized have been adopted and modified from earlier well-researched studies, and the findings will be interpreted using descriptive analysis, Pearson's correlation analysis, and multiple regression analysis (MRA). Meanwhile, the Statistical Package for Social Science (SPSS) will be used to analyze the demographic background of the respondents. The researcher will be able to gain insight into and a greater understanding of the roles that gamification plays in influencing CPB in e-commerce platforms through the findings of this research. Additionally, this study could strengthen the empirical data from earlier studies by embedding gamification into the SDT. The research findings will contribute to the literature for future research by providing valuable insights into CPB in the context of gamification and e-commerce platforms.

Keywords: *gamification, self-determination theory, motivation, consumer purchasing behavior, and e-commerce.*

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ABSTRAK

Dalam masyarakat yang berteknologi maju ini, pembelian secara talian telah menjadi penting dalam kehidupan seharian kita. Pengguna tertarik kepada platform e-dagang kerana kemudahan penggunaan dan faedah yang mereka tawarkan, manakala gamifikasi digunakan untuk menarik dan mengekalkan kesetiaan pengguna. Akibatnya, teknik ini cenderung menjadikan produk mereka sangat menarik kerana dapat menjimatkan wang melalui diskaun dan baucar tambahan. Oleh itu, kajian ini bertujuan untuk mengkaji hubungan antara faktor motivasi dan tingkah laku pembelian pengguna (CPB) melalui Shopee Farm Game di Malaysia. Teori penentuan diri (SDT) akan membantu menjelaskan hubungan antara faktor motivasi dan CPB secara lanjut. Soal selidik dalam talian akan diedarkan kepada lebih kurang 322 pemain Shopee Farm Game untuk mengumpul data. Semua alat pengukuran yang digunakan telah diterima pakai dan diubah suai daripada awal kajian yang telah diteliti dengan baik, dan dapatan kajian akan ditafsirkan menggunakan analisis deskriptif, analisis korelasi Pearson, dan regresi linear berganda (MRA). Selain itu, Pakej Statistik untuk Sains Sosial (SPSS) akan digunakan untuk menganalisis latar belakang demografi responden. Penyelidik akan dapat memperoleh gambaran dan pemahaman yang lebih mendalam tentang peranan yang dimainkan oleh gamifikasi dalam mempengaruhi CPB dalam platform e-dagang melalui penemuan penyelidikan ini. Kajian ini juga dapat mengukuhkan data empirikal daripada kajian terdahulu dengan memasukkan gamifikasi ke dalam SDT. Penemuan penyelidikan ini akan menyumbang kepada literatur untuk penyelidikan masa depan dengan memberikan pandangan baharu tentang CPB dalam konteks platform gamifikasi dan e-dagang.

Kata Kunci: *gamifikasi, teori penentuan diri, motivasi, tingkah laku pembelian pengguna, dan e-dagang.*

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LIST OF ABBREVIATIONS

ABBREVIATION	MEANING
CAGR	Compound Annual Growth Rate
IS	Information System
IT	Information Technology
eWOM	Electronic Word Of Mouth
WOM	Word Of Mouth
CPB	Consumer Purchasing Behavior
SDT	Self-Determination Theory
SPSS	Statistical Package of Social Sciences
MRA	Multiple Regression Analysis

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CHAPTER 1

INTRODUCTION

1.1 Background of Study

In this age of digital innovation, gamification is a hot topic of conversation among the gamification community. They are exploring how different aspects of gamification can diminish or strengthen the intrinsic and extrinsic motivations of consumers, along with the impact on consumer purchasing behavior and satisfaction (Wu and Santana, 2022). Gamification has emerged as a useful strategy for businesses dealing with online shoppers who spend approximately 2.5 hours on the Internet daily (Tobon, Ruiz-Alba, and García-Madariaga, 2020). Gamification is commonly used in e-commerce platforms to trigger consumer purchasing behavior and loyalty (Sukmaningsih, Wandoko, and Panggati, 2020). Therefore, the global gamification market is expected that there will be a compound annual growth rate (CAGR) of more than 32% from 2021 to 2026 (TechSci Research, 2021).

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According to Deterding, Dixon, Khaled, and Nacke (2011), gamification is defined as the integration of game-related components into non-game contexts. In other words, the most frequent strategy for making gameful experiences is to adopt game-related components, and the objective of integrating game-related components is to create gameful experiences (Deterding *et al*., 2011). Based on Wu and Santana (2022), gamification fosters consumers' intrinsic and extrinsic motivation, boosts engagement, improves the consumer experience, and strengthens brand connections, brand engagement, online sales, hedonic and utilitarian values, and adoption of goods.

In e-commerce platform, Shopee has implemented a gamification strategy with developing Shopee Prizes feature in the application to attract more potential customers. This strategy involves providing redeemable points, voucher rewards, and monetary rewards to consumers who play games on the platform. The Shopee Prizes feature

offers various games, including Shopee Farm, where players plant and water for farm seeds to eventually harvest rewards such as free shipping vouchers, shopping vouchers, vouchers from Shopee sellers, and Shopee coins. This research focuses specifically on the Shopee Farm Game and its rewards system.

In spite of gamification playing a significant role in the e-commerce platform, there is insufficient research regarding the relationship between hedonic, utilitarian, and social motivations provided by gamification features in an e-commerce platform that might trigger consumer purchasing behavior (CPB). With this context in mind, the present research will contribute to the existing research on gamification by examining the role of hedonic, utilitarian, and social motivations. It will shed light on how hedonic, utilitarian, and social motivations affect CPB in the backdrop of gamification for e-commerce platforms. Nevertheless, the researcher believes the research findings will be valuable in bridging a gap from existing research as they will contribute to a deeper comprehension of the emerging but under-researched field.

1.2 Problem Statement

Most of the research mainly focuses on intrinsic and extrinsic motivation that affect consumers' online purchasing, thereby neglecting other motivational factors (Chen, Fang, Li, and Wang, 2019; De Canio, Fuentes-Blasco, and Martinelli, 2021; Wu and Santana, 2022; Kim, 2020). Moreover, experiencing happiness in purchasing activities affects customer loyalty, but it has no direct influence on their purchase intention (Sohn and Kim, 2020). On the other hand, perceiving a valuable deal has no direct effect on both purchase intention and loyalty (Sohn and Kim, 2020). Additionally, an individual usually will follow the recommendations of friends as they believe experiences sharing and opinions regarding products from their friends (Xu, Wu and Li, 2020; Ansari, Ansari, Ghori, and Kazi, 2020). This is because an individual is more influenced by his or her family or friends compared with outsiders such as promoters (Qazzafi, 2020). However, social motivation is related to trust, but only some family members or friends are knowledgeable about the product or services they use. In other words, it is not logical to give everyone the same level of trust in the experiences sharing and opinions from them (Poongodi, Vijayakumar, Rawal, Bhardwaj, Agarwal, Jain, Ramanathan, and Sriram, 2019).

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1.3 Research Questions

The research questions will be shown below:

RQ1 – What is the relationship between hedonic motivation towards consumer purchasing behavior through Shopee Farm Game?

RQ2 – What is the relationship between utilitarian motivation towards consumer purchasing behavior through Shopee Farm Game?

RQ3 – What is the relationship between social motivation towards consumer purchasing behavior through Shopee Farm Game?

1.4 Research Objectives

The research objectives will be shown below:

RO1 – To identify the relationship between hedonic motivation towards consumer purchasing behavior through Shopee Farm Game.

RO2 – To examine the relationship between utilitarian motivation towards consumer purchasing behavior through Shopee Farm Game.

RO3 – To study the relationship between social motivation towards consumer purchasing behavior through Shopee Farm Game.

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1.5 Scope of the Study

In this research, the primary focus is on investigating the motivation factors that drive CPB through Shopee Farm Game in Malaysia. The target respondents for this study will be selected among the players of Shopee Farm Game in Malaysia. For data collection, a quantitative research method will be employed, and a survey will be conducted using Google Forms. The researcher will distribute the questionnaires to the selected participants, seeking their input on various factors related to their motivation and purchasing behavior within the Shopee Farm Game.

1.6 Significant of Study

The findings of this study are applicable to e-commerce businesses, particularly those utilizing gamification to attract and retain consumers. Businesses are highly encouraged to design more interesting game interfaces and features to enhance the overall user experience by identifying the key motivational factors that influence CPB through Shopee Farm Game in Malaysia.

The research could additionally contribute to the extant literature on CPB in the context of gamification and e-commerce platforms. Although research on gamification is expanding, there are no studies examining how gamification elements influence CPB. Consequently, this research can directly address the research gaps and offer innovative insights into the subject matter.

Moreover, the relevant authorities can be beneficial from the study because it provides insights into consumer behavior in the e-commerce industry. Understanding the motivation factors that influence CPB enables relevant authorities to improve regulations and policies that preserve consumer rights and promote fair market competition.

In summary, the research findings may assist Malaysian e-commerce businesses to grow and develop by providing valuable insights into CPB in the context of gamification and e-commerce platforms.

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1.7 Thesis Outline

This research will study about the motivation factors in driving consumer purchasing behavior through Shopee Farm Game in Malaysia.

Chapter 1: Introduction - This chapter provides an overall introduction to the research topic, focusing on the motivation factors that drive consumer purchasing behavior through Shopee Farm Game in Malaysia.

Chapter 2: Literature Review - In this chapter, an extensive review of previous research and relevant theoretical concepts is reviewed.

Chapter 3: Methodology - This chapter delivers the research methodology applied in the study.

Chapter 4: Data Findings and Discussion - This chapter will analyze and interpret the collected data findings.

Chapter 5: Conclusion and Recommendations - This final chapter summarizes the key findings of the study.

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CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

In this chapter, an extensive review of previous research and relevant theoretical concepts will be discussed. It explores existing studies that delve into the motivation factors influencing consumer purchasing behavior (CPB), specifically within the context of gamification and e-commerce platforms. The chapter synthesizes the literature to establish a theoretical framework for the research.

2.2 Gamification

2.2.1 Definition of Gamification

The word “gamification” was created in 2002 by an English programmer, Nick Pelling (Pelling, 2011), to describe using game-like stimulated design of user interfaces to make online payments simple and speedy. Following that, the word became more commonly used, and related research grew beginning in 2010. In accordance with the above definition, the term “game” relates to its objective orientation and its implementation of rules, the term "design" relates to a particular design procedure, the term “elements” denotes the typical traits of games that set them apart from other activities, and the term "environment" has only one restriction which does not include game environments. Fogg (2002) claims that gamification is a social endeavor that encourages connection with others surrounding to induce some behavior, fostering loyalty, brand recognition, and successful marketing connection. According to Deterding, Dixon, Khaled, and Nacke (2011), gamification is the integration of game-related components into non-game contexts. In other words, the most frequent strategy for making gameful experiences is to adopt game-related

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components, and the objective of integrating game-related components is to create gameful experiences (Deterding *et al*., 2011).

Gamification is a process of using game-thinking and mechanics to engage users (Zichermann and Cunningham, 2011; Roth, Schneckenberg, and Tsai, 2015). In other words, gamification is a process that aims to create enjoyable experiences by incorporating game elements (Huotari and Hamari, 2012). Based on Gartner Study (2012), the application of gaming features and design principles to non-game settings in order to create habits, foster skill growth, or inspire creativity. In the business aspect, gamification is the act of incorporating game elements into an internet page, commercial service, internet-based community, or marketing initiative in order to increase involvement as well as participation (Bunchball, Inc., 2010; Gustafsson, Hamari, Parvinen, and Haff, 2019). In short, gamification is used to describe using game design techniques to employ games for corporate purposes (Werbach and Hunter, 2012).

2.2.2 Application of Gamification

The adoption of gamification is expanding immediately and in different contexts, but it is typical of any new invention with enormous promise and a horde of enthusiastic supporters. Consolidated efforts are required to put the literature and current understanding to useful consumption, to set the research field's agenda, and to manage and capitalize on this progress. Gamification is still in its early stages and is growing quickly, but what is truly understood about the phenomena is likely to come from scattered information and different viewpoints (Koivisto and Hamari, 2019).

According to Wünderlich, Gustafsson, Hamari, Parvinen, and Haff (2019), the usage of recreational information systems, more notably (video) games, and their design in a range of utilitarian information system settings are at the basis of gamification, which the academics strongly assume is an information system (IS) or information technology (IT) phenomenon. Gamification seems to be overlooked in IS literature, despite the fact that it is undoubtedly an IS phenomenon if we take into account the wealth of literature on the topic that has been created so far (Navarro-Espinosa, Abellán, Perea-Moreno, Pedrós-Perez, Aparicio-Martínez, and Aparicio-Martínez, 2022). This implies that other academic fields, particularly those dealing

with education and communication between humans and computers, may have approached this significant technical advancement with greater creativity and flexibility.

Based on Wanick and Bui (2019), researchers and practitioners from all over the world have been paying attention to how gamification is used in organizations. Despite the fact that using games in company settings and for business educational purposes is a new norm, gamification has fresh applications in many management areas because of its cross-disciplinary and dynamic characteristics. Gamification has attracted attention from a variety of academic areas of study, including business, education, health, and management, making it a cross-disciplinary tactic (Ciuchita, Heller, Köcher, Köcher, Leclercq, Sidaoui, and Stead, 2022).

According to Jain and Dutta (2019), the implementation and utilization of gamification in educational settings are in keeping with the educational preferences of the younger generation, as well as the styles of a generation that is comfortable with technology, achievement-focused, and values collaboration. These are a few of the elements that need to be carefully taken into account while choosing the best teaching strategy for the younger generation. It may be challenging for professors to maintain students' interest in learning (Rakhmanita, Kusumawardhani, and Anggarini, 2022). Nevertheless, teachers have to employ innovation in their teaching methods to foster students' creative thinking via gamification tactics.

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2.2.3 Gamification in Shopee

With the accelerated expansion of e-commerce platforms, Shopee is enhancing the platform via a gamification strategy to attract more potential customers (Kadir, Sulaiman, Chin, and Mas'od, 2021). By implementing a gamification strategy in Shopee, they released the Shopee Prizes feature, which provides consumers with redeemable points, voucher rewards, and monetary rewards. It is an internal engagement tactic requiring users to play the games on the platform to gain rewards frequently (Abdullah, Zainal, Tahir, Othman, Azizi, and Nothamdani, 2020). Rewards can be redeemed by participating in a variety of games available in the Shopee Prizes feature. The Shopee Prizes feature introduces various games such as Shopee Candy, Shopee Bubble, Shopee Pets, Shopee Claw, Shopee Lucky Prize, and Shopee Farm. In this research, the

researcher is focused on the Shopee Farm Game. In the Shopee Farm Game, the player is guided to plant the desired fruit seeds and water them regularly until the fruit is ready to be harvested. After harvesting, the Shopee Farm players will get a prize in the form of a reward that has been planted. The rewards include free shipping vouchers, shopping vouchers, vouchers from collaborated Shopee sellers, and Shopee coins.

2.2.4 Gamification Elements in Shopee

According to Zichermann and Cunningham (2011), gamification aids in encouraging users to carry out customer engagement responsibilities. Based on Azmi, Ahmad, and Iahad (2021), applying gaming components into e-commerce settings has aided savvy company owners and online marketers in increasing customer loyalty and engagement. By using gamified techniques of engagement, it has also helped businesses draw consumers' attention.

Although diverse gamification mechanics and components will have various effects on various consumers (Dalmina, Barbosa, and Vianna, 2019), it is crucial for the business or market to identify which gamification mechanics have the greatest effect on raising consumers retention. Rewards, points, leaderboards, and badges are examples of gamification components that may boost customer satisfaction and prompt purchases from customers (Shao, Zhang, Zhang, and Pan, 2019). In Shopee, the Shopee Farm Game utilizes various gamification elements to increase the users' engagement and enhance the overall user experience.

i) Rewards

In the Shopee Farm Game, users have an opportunity to earn various rewards as they progress and water their virtual plant regularly. Users also can earn extra water for their virtual plant by completing specific tasks such as browsing the grocery store for 30 seconds. After harvesting the plant, the users can get the reward in the form of vouchers, discounts, or exclusive deals that can be redeemed within the Shopee marketplace. By offering these incentives, the Shopee Farm Game motivates users to actively participate in the game, complete tasks, and achieve milestones. It enhances user engagement and provides an additional value proposition for users to stay connected to the Shopee platform and continue their online shopping experience.

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ii) Virtual Currency

Shopee Farm Game can earn virtual currency, such as Shopee coins, by completing farming activities or missions. This virtual currency can be used within the game to purchase exclusive items or purchase Shopee items with a deduction of Shopee coins. By implementing a virtual currency system, the Shopee Farm Game added an element of gamified progression, creating a sense of value and accomplishment for users as they accumulate and spend their virtual wealth.

iii) Social Interactions

Shopee Farm Game recognizes the importance of social interactions and fosters a sense of community among the players. Players can connect with family members, friends, and other players within the game, visit their virtual farms, and engage in friendly competitions. This social aspect enhances the overall gaming experience and encourages players to interact with each other, share farming tips, and exchange water. By incorporating social interactions, Shopee Farm Game creates a collaborative and interactive environment where players can bond over their shared interest in farming, fostering a sense of belonging and connection within the Shopee community.

By utilizing these gamification elements in the Shopee Farm Game, Shopee aims to enhance user engagement, increase customer retention, and ultimately drive more purchases from users. The rewards, virtual currency, and social interactions work together to create a compelling and immersive gaming experience that keeps users actively engaged in the Shopee platform and incentivizes them to continue exploring and shopping within the Shopee marketplace.

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2.3 Consumer Purchasing Behavior (CPB)

Consumer purchasing behavior (CPB) has consistently been an important issue for marketers to comprehend the more substantial benefits of online shopping over physical stores, and it has altered significantly (Yee, Govindan, Munusami, and Yusop, 2023). According to Solomon (1993), CPB is described as a sequence of actions taken or perceived by individuals before purchasing goods or services. Consumer behavior is the study of consumers' decisions made when looking for, deciding on, buying, and utilizing goods and services they feel will meet their needs and wants (Schiffman and

Kumar, 2019). Based on Madhavan and Kaliyaperumal (2015), consumer behavior is the study of people, groups, or organizations and the methods they use to choose, get, and discard goods, experiences, thoughts, or experiences in order to meet demands, as well as the effects these methods have on the consumer and community. In other words, the purchasing habits of individuals and families relate to the acquisition of goods for personal use. According to Dewi, Sulivyo, and Listiawati (2022), consumer decision-making and buying practices are referred to as purchasing behavior. The researchers claimed it is a dynamic process that is always changing, making it difficult to generalize about consumer behavior over time.

CPB encompasses three separate functions, namely the user, payer, and purchaser (Joha, Hassan, Shamsudin, and Hashim, 2022). Consumer behavior is an extremely complicated matter, and studies have demonstrated that even for experts in the area, it may be difficult to forecast (Kotler and Armstrong, 2020). Ajuna (2020) claimed that a customer's cultural, social, individual, and psychological characteristics have a significant impact on their purchasing behaviors. However, they are all correlated with the customer's sentiment, these factors are beyond the influence of marketers. These consumer characteristics lead to alterations in needs, wants, and satisfaction, which then converts into purchase behavior in reality (Sundararaj and Rejeesh, 2021).

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CPB includes pre-purchase behavior and post-purchase behavior. Pre-purchase behavior entails deciding on purchasing items as well as when to buy a product, whereas post-purchase behavior contains actions consumers perform to make a comparison between their expectation of the product with their perception of the actual product received while handling their worries and dissatisfaction (Emami-Naeini, Dixon, Agarwal, and Cranor, 2019). The expectations developed demonstrate a consumer's pre-purchase behavior when they are experiencing the company's offering, including advertising and word of mouth (WOM) and an expectation of the supplier's ability to meet their expectations for quality in the future (Hult, Sharma, Morgeson, and Zhang, 2019). Lim, Ahmed, and Ali (2022) claimed that negative pre-purchase electronic word of mouth (eWOM) behavior occurs when consumers refrain from promoting a product or just promoting and reaping minor benefits to a few individuals. Conversely, positive pre-purchase eWOM behavior happens when consumers are

satisfied with a product and engage more people in online group purchases, which leads to more promotions from consumers and reaping major benefits to more people.

The post-purchase behavior is crucial to establishing the loyalty cycle, which influences the consumer's future purchasing decisions (Pham, 2022). It frequently emphasizes how familiarity, retention, and sales after service are judged by consumers (Hoang, Luong Hoang, and Nguyen, 2022). Post-purchase behavior includes post-purchase satisfaction and social standing achieved by continuing a business connection with the service operator. The customer will feel satisfied if the actual items or services received surpass their expectations, but they will feel unsatisfied with their purchase if the actual products or services received are out of their expectations (Tzeng, Ertz, Jo, and Sarigöllü, 2021; Rivai and Zulfitri, 2021). After completing a purchase with an e-commerce application, a customer's desire for repurchases will surface together with the fulfilment of their experience (Prahiawan, Fahlevi, Juliana, Purba, and Tarigan, 2021). Fared, Darmawan, and Khairi (2021) claimed that customer satisfaction levels are positively correlated with the tendency to repurchase more. Customers who are upset or unsatisfied with the goods or services will behave negatively after making a purchase, which will result in negative WOM and reports to the relevant authorities (Azman, Zahari, Hafiz Hanafiah, and Ferdian, 2023).

Based on Yee *et al.* (2023), consumers increasingly have difficulty making buying decision-making due to the abundance of product alternatives on the marketplace; thus, consumer behavior becomes vital for marketers to determine their requirements and desires. This is also because each customer has unique purchasing habits that vary based on the effect of many elements that might influence it (Ivanković, Mrvica Madarac, and Begic, 2019). Hence, technological advancement is significant for consumers to participate in purchasing activities, especially in e-commerce contexts.

2.3.1 Self-Determination Theory (SDT)

Based on Ryan (1995), the interpretation of SDT is an overall concept of human motivation as humans are dynamic beings with deeply embedded inclinations towards psychological growth and development. According to Ryan (2009), SDT is an overall concept of human motivation, the growth of personality traits, and

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engagements. The concept is mostly about self-directed or voluntary action and the social and cultural factors that make it feasible. In addition, SDT also acts as a vital framework for understanding how basic psychological needs are met and how they affect dedication (Qian, Wang, Zhang, and Hulland, 2020). In essence, humans exhibit an innate inclination for active exploration and growth, manifested through their pursuit of intrinsic motivation and assimilation of social practices and values.

SDT may offer essential explanatory power by identifying particular psychological needs that may be addressed by engaging in gamified activities (Rapp, Hopfgartner, Hamari, Linehan, and Cena, 2019). Previous research performed an experimental case study in which students interact through a gamified support platform created to comply with SDT concepts, including regular challenges, badges, and team competition, to investigate the efficacy of SDT in this particular setting (Huang, Backman, Backman, McGuire, and Moore, 2019). When implementing SDT in the classroom, the objective is to maximize intrinsic motivation for beneficial and long-term student results. Teachers may help students develop their intrinsic motives by enabling and fostering essential psychological needs, including autonomy, relatedness, and competence (Grabner-Hagen and Kingsley, 2023). Autonomy applies to a person's need for personal thinking and controls over their acts; relatedness implies a person's desire to feel attached, belonging, and valuable to others; and competence applies to a person's desire to feel powerful, beneficial, and develop (Vansteenkiste, Ryan, and Soenens, 2020). The level to which these requirements are fulfilled has a significant impact on how individuals grow and operate throughout their lives and feel happiness and productivity (Tsirides, 2022).

When intending to forecast consumer purchasing behavior, SDT is an effective method of accounting for many motivations. Although the internal variables of potential customers tend to be overlooked, the final decision of consumers based on their motive (self-determination) needs to be more frequently noticed in certain marketing research (Gilal, Zhang, Paul, and Gilal, 2019). Hence, SDT is significant for exploring the motivation of individuals to engage in certain activities and the underlying psychological needs that drive their behavior. While SDT does not explicitly differentiate between hedonic, utilitarian, and social motivations, it does provide insights into the factors that contribute to those types of motivation.

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2.3.2 Motivation Factors of Consumer Purchasing Behavior

2.3.2.1 Hedonic Motivation

Hedonic motivation is referred to as a general evaluation of experiencing advantages, especially happiness, enjoyment, and escapism (Overby and Lee, 2006). According to Utami (2018), hedonic motivation can be defined as the underlying impetus that compels consumers to engage in the act of shopping solely for the purpose of experiencing pleasure and enjoyment without placing significant emphasis on the functional advantages derived from the acquired products. It represents a motivation deeply rooted in the inherent satisfaction and gratification derived from the process of acquiring new items, irrespective of their functional value. The presence of hedonic motivation in people might be related to unfulfilled desires in their personal lives (Khair, Kurniawati, Yustika, and Rohmah, 2023). Once these unfulfilled demands are satisfied, unknown desires and a stronger desire for purchasing frequently emerge.

2.3.2.2 Utilitarian Motivation

According to Sarkar (2011), utilitarian motivation is defined as a general evaluation of functional advantages such as ease of use, cost savings, and time effectiveness in order to maximize efficiency. It is focused on fulfilling the needs of consumers (Akram, Junaid, Zafar, Li, and Fan, 2021). The absence of purchasing motivation serves as a driving force that compels individuals to make a product purchase, as it is evaluated based on the functional advantages and objective attributes of the product (Mardiana, Octavia, and Farhanah, 2021). Consumers driven by utilitarian purchase motives are unlikely to underprocess the extra cost associated with partitioned pricing, as they perceive it as a means of mitigating guilt (Choi, Madhavaram, and Park, 2020). This is because when purchasing a necessary item, the act does not typically evoke feelings of guilt. Therefore, consumers with utilitarian motives are less likely to scrutinize the extra cost, as they prioritize the functional benefits of the item over emotional considerations such as guilt.

2.3.2.3 Social Motivation

Social motivation is the influence of other people on a person's decisions (Grenny, Maxfield, and Shimberg, 2008). CPB is influenced by social motivation

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elements such as reference groups, interpersonal relationships, and social norms (Mi, Yu, Yang, and Lu, 2018). People typically compare themselves with their reference group and enable the group's members to influence their perspective, understanding, and behavior (Pransopon and Hoonsopon, 2019). To quote an example, a customer may pleasure themselves by expressing their positive purchasing experiences with family, friends, and colleagues. When shopping is recognized and appreciated, the recipient of the information is more inclined to engage in purchasing behavior (Yu, Zhang, and Liu, 2018).

2.4 Research Framework

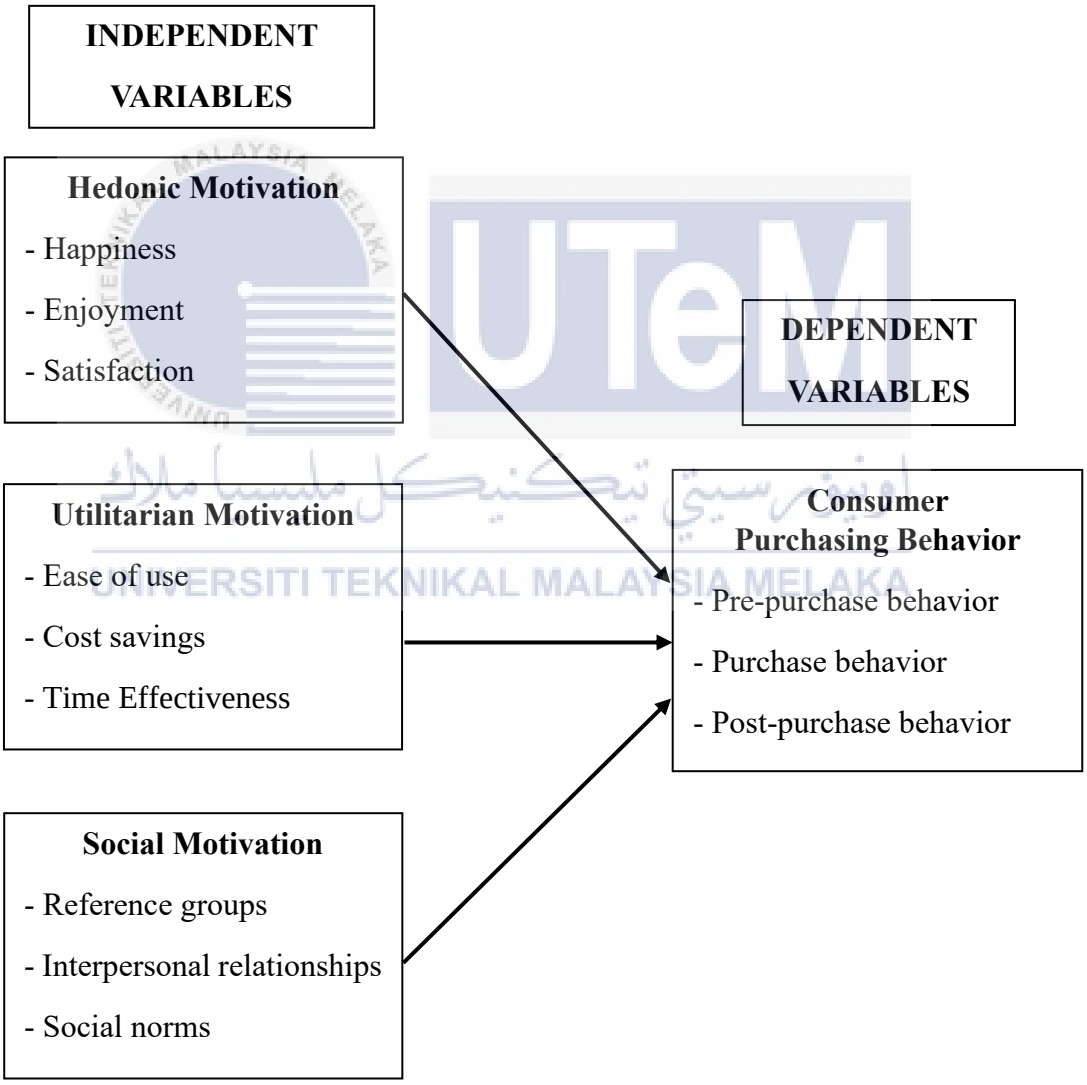

Figure 2.1: Conceptual framework of the research

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2.5 Hypotheses

H1 – Hedonic motivation has significantly influence on consumer purchasing behavior.

H0 – Hedonic motivation has no significantly influence on consumer purchasing behavior.

H2 – Utilitarian motivation has significantly influence on consumer purchasing behavior.

H0 – Utilitarian motivation has no significantly influence on consumer purchasing behavior.

H3 – Social motivation has significantly influence on consumer purchasing behavior.

H0 – Social motivation has no significantly influence on consumer purchasing behavior.

2.6 Summary

In this chapter, the focus is on exploring the motivation factors influencing CPB within the context of gamification and e-commerce platforms. The literature review discusses the definition of gamification and its application in various fields, including education, business, and management. The specific case of gamification in Shopee is examined, highlighting the gamification elements used in the Shopee Farm Game. Additionally, an overview of CPB is provided, emphasizing the complexity of understanding consumer decision-making and the role of gamification in e-commerce. The chapter also introduces the SDT as a framework for understanding motivation and how it can be applied to gamified activities. Understanding these concepts and theories is crucial for comprehending the factors influencing CPB and designing effective gamification strategies in the e-commerce context. Last but not emphatically least, the next chapter will discuss the research methodology.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

This chapter delves into the research methodology applied in the study. It provides a detailed explanation of the research design, outlining how data will be collected and analyzed. The chapter also discusses the chosen data collection methods, along with the data analysis techniques applied. Ethical considerations are addressed as well.

3.2 Research Design

According to Saunders, Lewis, and Thornhill (2019), the research design encompasses the overall strategy employed to address the research questions. It involves defining specific objectives derived from the research questions, identifying data sources, outlining data collection and analysis methods, and considering ethical concerns and potential limitations such as data access, time constraints, location, and financial constraints. The research design should incorporate a methodology that allows for comprehensive interpretation of the analyzed data, ensuring the production of sufficient findings and conclusions (Asenahabi, 2019). These findings and conclusions serve as a basis for formulating meaningful recommendations or implications based on the study's outcomes.

In this research, an explanatory research design was employed to explain theories, validate proposed hypotheses, and examine the relationships between the variables under consideration. Within an explanatory research design, researchers typically begin by formulating theories or hypotheses, which are then tested through data collection (Altaf, 2019). In addition, the design covers all the stages of the research process after defining the purpose and research questions (Sallis, Gripsrud, Olsson, and Silkoset, 2019). Nevertheless, this approach facilitates a deeper

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comprehension of the phenomenon under study and contributes to the advancement of knowledge within the field.

3.3 Methodological Choices

In this research, the researcher employs a quantitative research method to investigate the influential motivational factors affecting consumer purchasing behavior within the context of the Shopee Farm Game in Malaysia. Quantitative research methods are designed to systematically examine phenomena and their relationships in a measurable manner, leading to precise and reliable outcomes (Mohajan, 2020). This approach involves the collection and analysis of numerical data, utilizing specialized statistical techniques to address research questions. By adopting a quantitative research method, the researcher will be able to explore the interplay between dependent and independent variables through the systematic collection and analysis of data.

3.4 Primary and Secondary Data Sources

In this research, both primary and secondary data will be utilized. Primary data is original and distinctive information that is directly gathered by researchers from sources via observations, surveys, questionnaires, case studies, and interviews, that comply with the criteria of the research (Ajayi, 2017). This research will gather data by distributing a structured questionnaire to Shopee Farm Game players. The respondent will answer the structured questionnaire through ticking the relevant answer using Google Forms.

Secondary data refers to information collected for a different purpose at a different time and may be used to supplement primary data (Ajayi, 2017). All of the material used in this study came from secondary sources such as academic journals, books, newspapers, magazines, company reports, company-specific business information, and websites (Bansal and Srivastava, 2021). By incorporating secondary data, researchers can verify and validate their primary data for further examination. Researchers may also improve the reliability and validity of their results by contrasting the perspective of other authors with secondary data (Olabode, Bakare, and Olateju,

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2018). Therefore, it enables the researcher to build a critical evaluation of the research findings and gain insights into the significance and implications of their own findings. This process of contextualizing and critically assessing the research outcomes contributes to the advancement of knowledge and helps researchers situate their research within the broader scholarly discourse.

3.5 Research Location

In this research, the researcher has selected a Facebook group "Shopee Farm Malaysia" as the research location (Figure 3.1). This selection is based on the focus of the research, which is focused on the respondents who actively participate in the Shopee Farm Game. The Facebook group serves as a platform where Shopee Farm players can connect and support each other by sharing their game links to receive assistance with watering their plant (Figure 3.2). By utilizing this specific Facebook group, the researcher can effectively engage with and gather data from individuals who are actively involved in the Shopee Farm Game. This approach allows for an exploration of the dynamics of their interactions and provides insights into the key motivational factors that drive consumer purchasing behavior within the context of the Shopee Farm Game in a group setting.

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Figure 3.1: "Shopee Farm Malaysia" Facebook group

(Source: Facebook, 2023)

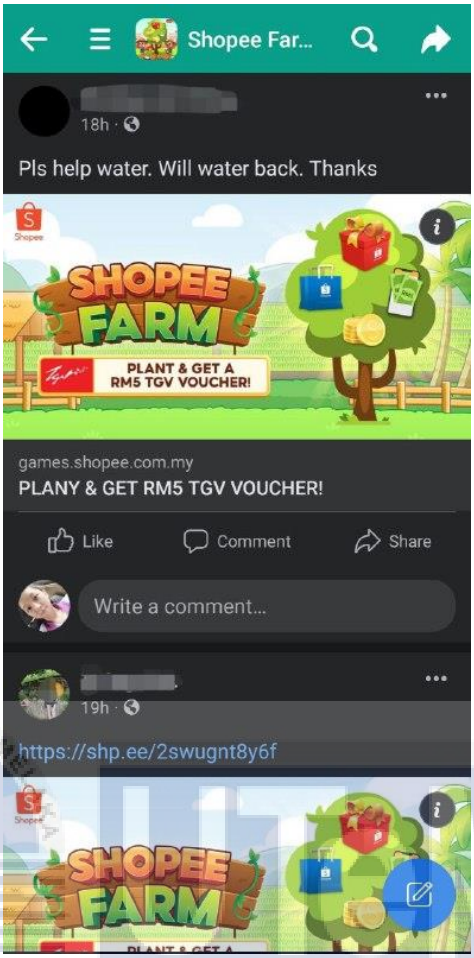

Figure 3.2: Sharing game links to receive assistance with watering the plant

(Source: Facebook, 2023)

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3.6 Research Strategy

According to Saunders *et al*. (2019), a research strategy refers to the systematic plan adopted by a researcher to address their research question. It serves as a bridge between the researcher's philosophical standpoint and the specific methods chosen to gather and analyze data (Denzin and Lincoln, 2018). In this research, survey method is selected as the research strategy. Utilizing surveys allows the researcher to gather data that can be quantitatively analyzed using both descriptive and inferential statistics (Saunders *et al*., 2019). In the survey strategy, the researcher will employ questionnaires to collect and standardize data efficiently from a large number of respondents in order to make comparisons easily. The researcher will distribute the questionnaires to the Shopee Farm players via Google Forms.

3.6.1 Questionnaire Design

According to Preston (2009), a questionnaire is a structured method of gathering statistical data about the characteristics, attitudes, or behaviors of a population through a set of structured questions. In this research, the researcher collects primary data through distributing questionnaires to Shopee Farm players in Malaysia. The questionnaire consists of three sections, each comprising closed-ended questions. The first section aims to gather personal information from respondents, including their gender, age, gaming experience, and salary range. The second section focuses on independent factors such as hedonic motivation, utilitarian motivation, and social motivation. The third section focuses on the most significant motivation factor in driving CPB through Shopee Farm Game in Malaysia. These factors will be assessed using a Likert scale, which consists of a five-point scale ranging with "Strongly Disagree" (1), "Disagree" (2), "Neutral" (3), "Agree" (4), and "Strongly Agree" (5). The distribution of the questionnaire will be facilitated through Google Forms. The five-point Likert scale was shown in Table 3.1 below.

Table 3.1: Five-Point Likert Scale

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

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3.6.2 Sampling Design

In this research, probability sampling is applied as a sampling design. According to Shorten and Moorley (2014), probability sampling methods involve random selection, ensuring that each case within the larger population has an equal chance of being chosen. In the probability sampling method, simple random sampling is the most appropriate method to apply in the research as it provides an accurate and easily accessible sampling frame that encompasses the target population (Saunders *et al.*, 2019). The researcher selects participants from a selected Facebook group of Shopee Farm Game players in Malaysia. Based on the "Shopee Farm Malaysia" Facebook group, there are approximately 2,000 members. Referring to the table developed by Krejcie and Morgan (1970), the researcher will aim to select around 322 respondents who are Shopee Farm Game players in Malaysia from this Facebook

group. The table for determining the sample size of a known population will be shown in Table 3.2 below.

Table 3.2: Determining the sample size of a known population

N	*S*	*N*	*S*	*N*	*S*
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

Note.—*N* is population size.
S is sample size.

(Source: Educational and Psychological Measurement, 1970)

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3.6.3 Pilot Test

A pilot study serves as a preliminary investigation to test various aspects of the planned methods for a larger and more rigorous research endeavor (Arain, Campbell, Cooper, and Lancaster, 2010). Its primary objective is not to provide definitive answers to specific research questions but to ensure that researchers possess adequate

knowledge of the proposed methods before embarking on a large-scale study (Lowe, 2019). In this research, a pilot test will be conducted with 32 Shopee Farm Game players in Malaysia from the selected Facebook group will be selected by the researcher. The selected respondents will be required to respond to a structured questionnaire to test the study's efficiency. The pilot testing phase is expected to take approximately one week. The researcher will examine the opinions and ideas provided by the participants to refine and finalize the questionnaire for the main survey. Ultimately, this research will collect valuable data from the pilot test before distributing the finalized questionnaire to the respondents.

3.7 Time Horizon

The time horizon of a research project refers to the defined time frame within which the study is conducted (Melnikovas, 2018). There are two types of time frames commonly used in the study, which are cross-sectional and longitudinal study. Due to the time limitation, the research project will employ a cross-sectional study design to collect the data at a particular time. The research project will be carried out over a relatively brief period from March 2023 to March 2024. The questionnaire will be distributed to respondents via Google Forms from August 2023 to November 2023. Subsequently, the researcher will assemble and analyze the questionnaire data from November 2023 to December 2023 and will present the findings in January 2024.

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3.8 Reliability and Validity

3.8.1 Reliability

According to Thorndike and Hagen (1961), reliability refers to the consistency of the outcomes of repeated testing. Reliability focuses on ensuring consistency and clarity in the actual execution of the research (Rose and Johnson, 2020). Hence, it ensures that other researchers can comprehend and replicate the research methods.

In this research, the researcher employed Cronbach's Alpha approach to assess the reliability of the variables. The Cronbach's Alpha coefficient ranges from 0 to 1, with negative values indicating data issues. A Cronbach's Alpha value above 0.7 is considered acceptable, above 0.9 is deemed good, and equal to or above 0.9 is

considered exceptional (Purwanto, Asbari, Santoso, and Haque, 2019). On the other hand, values below 0.6 are deemed unsatisfactory, and below 0.5 are considered intolerable. The Cronbach's alpha coefficient range and strength of association table will be shown in Table 3.3 below (Saunders *et al*., 2019).

Table 3.3: Cronbach's Alpha Coefficient Range and Strength of Association

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

(Source: Research Methods for Business Students, 2019)

3.8.2 Validity

According to Whiston (2016), validity refers to the acquisition of data suitable for the measuring instruments' intended purpose. It is assessed by ensuring that the data obtained from the measuring instrument is interpreted meaningfully and appropriately following the analysis (Sürücü and Maslakci, 2020). There are two types of validity generally accepted in the literatures, which are content validity and construct validity. Content validity pertains to the degree to which the measurement device, such as the questionnaire's questions, sufficiently covers the investigative inquiries (Saunders *et al.*, 2019). In the research, the research applied content validity in the development or adaptation of a scale for a specific culture and language. The application of content validity aids in determining the most appropriate expressions that enhance the quality of the measuring instrument and align with the scale's intended purpose (Sürücü and Maslakci, 2020). On the other hand, construct validity refers to the ability to differentiate between participants who possess the behavior or attribute being measured and those who do not (Sürücü and Maslakci, 2020). In this research, construct validity is applied in research and relies on the development of logical connections between variables. It can assist the researcher in examining the measure or test accurately and discovering the underlying concept.

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3.9 Data Analysis Method

According to Bhatia (2017), data analysis is the process of carefully analyzing and interpreting unprocessed data. The primary function of data analysis is transforming the raw data into a clear, decisive format, which helps in decision-making. The application of a data analysis method enables the researcher to adjust new findings by including previously unplanned analysis (Saunders *et al*., 2019). Data analysis requires the cognitive ability to construct arguments based on factual evidence and numerical data logically (Mukherjee, 2019). It involves validating the data's relevance, validity, and credibility, along with summarizing and visualizing the data. By applying the appropriate qualitative and quantitative instruments, algorithms, and software, researchers can retrieve the information they want from the data and derive insightful findings. In this research, the Statistical Package of Social Sciences (SPSS) will be used as a statistical instrument to examine quantitative data obtained from respondents. In addition, many types of analytic methodologies are applied in this research, such as descriptive analysis, Pearson's correlation analysis, and multiple regression analysis (MRA). At last, the findings of these analysis will be interpreted regarding the objectives of the research.

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3.9.1 Descriptive Analysis

According to Kemp, Ng, Hollowood, and Hort (2018), descriptive analysis is a technique used to characterize the type and quantity of sensory information objectively. The descriptive analysis allows for collecting objective, extensive, and valuable sensory data. Descriptive statistics contain various variables such as nominal, ordinal, interval, and ratio, along with frequency, central tendency, and central dispersion measures (Kaur, Stoltzfus, and Yellapu, 2018). Central tendency is the measure that characterizes the full collection of data as a single measurement. The three key indicators of central tendency are the mean, median, and mode (Saunders *et al*., 2019). Even though measures of central tendency are useful for summarizing one's data, they cannot account for the variation within a dataset. Therefore, measures of dispersion are crucial for describing the similarity or differences in a variable's value. This measure pertains specifically to ordinal, interval, and ratio data which can evaluate and incorporate the range, variance, and standard

deviation. Measures of dispersion such as variance and standard deviation show how far off each observed value is from the dataset's mean. The demographic characteristics of respondents are distinguished in this study utilizing percentages and frequencies using descriptive analysis. This enables the researcher to understand the sample's composition in terms of gender, age, gaming experience, and salary range of the respondents who actively participate in the Shopee Farm Game. Nevertheless, the descriptive analysis will assist the researcher in converting raw data to a more understandable manner and gaining insights into the population's characteristics.

3.9.2 Pearson's Correlation Analysis

According to Kirch (2008), Pearson's correlation coefficient (*r*) measures the linear relationship between two variables. In this research, It is utilised in this study to determine if the dependent and independent variables are correlated or related to each other. The correlation coefficient ranges from -1 to +1. Based on Saunders *et al.* (2019), positive correlation coefficient values show an inclination for one variable to rise or decrease in conjunction with another variable. Negative correlation coefficient values suggest an inclination for a rise in one variable to be connected with a decline in the other variable and vice versa. Correlation coefficient values close to zero show a weak linear relationship between two variables, whereas those close to -1 or +1 imply a strong linear relationship between two variables. The interpretation of Pearson's correlation coefficient in Figure 3.3 will be shown below.

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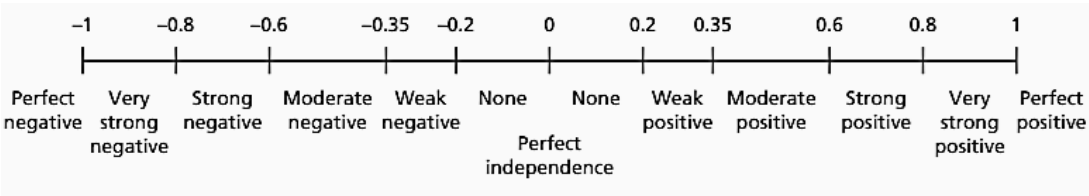

Figure 3.3: Interpretation of Pearson's Correlation Coefficient
(Source: Research Methods for Business Students, 2019)

3.9.3 Multiple Regression Analysis (MRA)

According to Saunders *et al.* (2019), multiple regression analysis (MRA) is used to determine the coefficient of multiple determination and regression equation when employing two or more independent variables. MRA enables researchers to

evaluate the strength of the association between dependent variable and independent variables (Petchko, 2018). In this research, the researcher examines the relationship between the independent variables (hedonic motivation, utilitarian motivation, and social motivation) and the dependent variable (consumer purchasing behavior). Multiple regression analysis may help a researcher determine which independent factors have the most influence on the dependent variable. The multiple regression analysis equation will be shown below.

Equation of MRA: Y = a + bX1 + cX2 + dX3

Where;

Y = Dependent Variable (Consumer Purchasing Behavior)
a = Constant value or Intercept
b = Influence of X1 (Hedonic Motivation)
c = Influence of X2 (Utilitarian Motivation)
d = Influence of X3 (Social Motivation)

X1, X2, X3 = Independent variables

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3.10 Summary

This chapter focuses on the research methodology used in the study. It explains the research design, data collection and analysis methods, and ethical considerations. The research design chosen is explanatory, aiming to explain theories and test hypotheses. Quantitative research methods are used to collect and analyze numerical data. Both primary and secondary data sources are utilized, with primary data collected through questionnaires and secondary data obtained from various sources. The research location is the “Shopee Farm Malaysia” Facebook group, where active players of the Shopee Farm Game can be found. A survey method is employed, and a structured questionnaire is distributed to gather data. The research follows a cross-sectional study design conducted over a specific time frame. The reliability and validity of the research methods are ensured, and data analysis is performed using statistical techniques. Descriptive analysis, Pearson's correlation analysis, and multiple regression analysis are conducted to interpret the findings.

CHAPTER 4

DATA FINDINGS

4.1 Introduction

The findings of quantitative research on the motivation factors in driving consumer purchasing behavior through Shopee Farm Game in Malaysia had been summarized and discussed in detail in this chapter. It provides a detailed explanation for descriptive analysis, reliability analysis, validity testing, Pearson correlation analysis, regression analysis, and hypothesis testing.

4.2 Pilot Test

The researcher had conducted a pilot test before conducting the real questionnaire for the data collection process. The purpose of the pilot test is to ensure that researchers possess adequate knowledge of the proposed methods before embarking on a large-scale study (Lowe, 2019). In preparation for this study, 32 Shopee Farm Game players in Malaysia from the selected Facebook group will be selected by the researcher to participate in a pilot test.

4.2.1 Reliability Test

Table 4.1: Cronbach's Alpha for Overall Pilot Test

(Source: SPSS Output)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.876	.879	15

Table 4.1 displayed the results of the reliability test for the data collected from the pilot test, which included 32 randomly selected Shopee Farm Game players in Malaysia. From the table, the Cronbach's Alpha value of the pilot test result was 0.876, which is higher than the acceptable level of Cronbach's Alpha (Purwanto, Asbari, Santoso, and Haque, 2019), which is 0.7. From the result of the pilot test, it can be concluded that the questions in the questionnaire were valid and reliable for the researcher to conduct the questionnaire for the data collection process for this study.

Table 4.2: Cronbach's Alpha for Hedonic Motivation

(Source: SPSS Output)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.873	.873	4

Table 4.2 displayed the Cronbach's Alpha value of the pilot test result was 0.873, which is higher than the acceptable level of Cronbach's Alpha (Purwanto, Asbari, Santoso, and Haque, 2019), which is 0.7. From the result of the pilot test, it can be concluded that the questions in the questionnaire were valid and reliable for the researcher to conduct the questionnaire for the data collection process for this study.

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Table 4.3: Cronbach's Alpha for Utilitarian Motivation

(Source: SPSS Output)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.829	.824	4

Table 4.3 displayed the Cronbach's Alpha value of the pilot test result was 0.829, which is higher than the acceptable level of Cronbach's Alpha (Purwanto, Asbari, Santoso, and Haque, 2019), which is 0.7. From the result of the pilot test, it

can be concluded that the questions in the questionnaire were valid and reliable for the researcher to conduct the questionnaire for the data collection process for this study.

Table 4.4: Cronbach's Alpha for Social Motivation
(Source: SPSS Output)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.801	.800	4

Table 4.4 displayed the Cronbach's Alpha value of the pilot test result was 0.801, which is higher than the acceptable level of Cronbach's Alpha (Purwanto, Asbari, Santoso, and Haque, 2019), which is 0.7. From the result of the pilot test, it can be concluded that the questions in the questionnaire were valid and reliable for the researcher to conduct the questionnaire for the data collection process for this study.

Table 4.5: Cronbach's Alpha for Consumer Purchasing Behavior
(Dependent Variable)
(Source: SPSS Output)

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Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.843	.843	3

Table 4.5 displayed the Cronbach's Alpha value of the pilot test result was 0.843, which is higher than the acceptable level of Cronbach's Alpha (Purwanto, Asbari, Santoso, and Haque, 2019), which is 0.7. From the result of the pilot test, it can be concluded that the questions in the questionnaire were valid and reliable for the researcher to conduct the questionnaire for the data collection process for this study.

4.2.2 Validity Test

In this research, researcher conducted validity test and have resulted 15 items that included in this questionnaire were valid as displayed in Table 4.1. Hence, the internal validity can be observed in this pilot test which is to determine the relationship between the dependent variable (consumer purchasing behavior) and independent variables (hedonic motivation, utilitarian motivation, and social motivation).

4.3 Descriptive Analysis

4.3.1 Demographic Profile

General information about respondents referred to their demographic profile, which includes gender, age range, gaming experience, and salary range of Shopee Farm Game player. A total of 322 Shopee Farm Game players as demographic sample profiles had been gathered by the researcher in this study.

4.3.1.1 Gender

Table 4.6: Gender of Respondent

(Source: SPSS Output)

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	181	56.2	56.2	56.2
	Male	141	43.8	43.8	100.0
	Total	322	100.0	100.0	

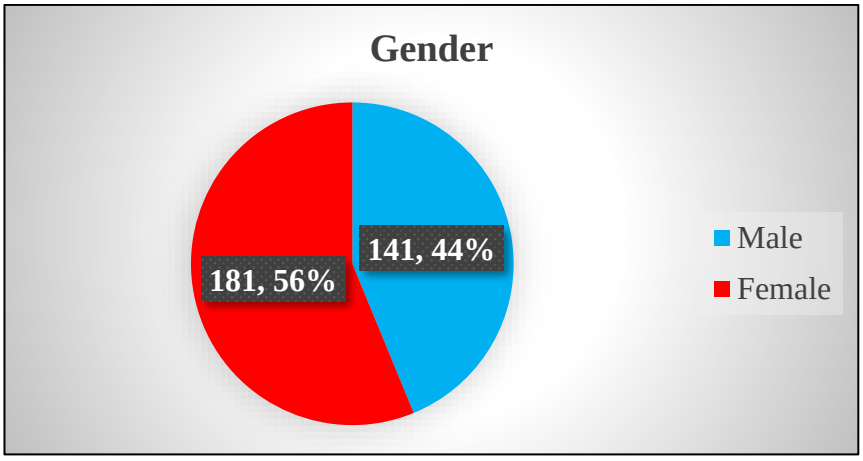

Figure 4.1 : Gender of Respondent

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According to the pie chart above was related to the information on genders that was obtained from the survey among 322 respondents. The findings showed that 44% (n = 141) were male and 56% (n = 181) were female respondents. Thus, majority of respondents was female while minority of respondents was male.

4.3.1.2 Age Range

Table 4.7: Age of Respondent

(Source: SPSS Output)

Age Range

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16 - 20	25	7.8	7.8	7.8
	21 - 25	79	24.5	24.5	32.3
	26 - 30	69	21.4	21.4	53.7
	31 - 35	60	18.6	18.6	72.4
	36 and above	89	27.6	27.6	100.0
	Total	322	100.0	100.0	

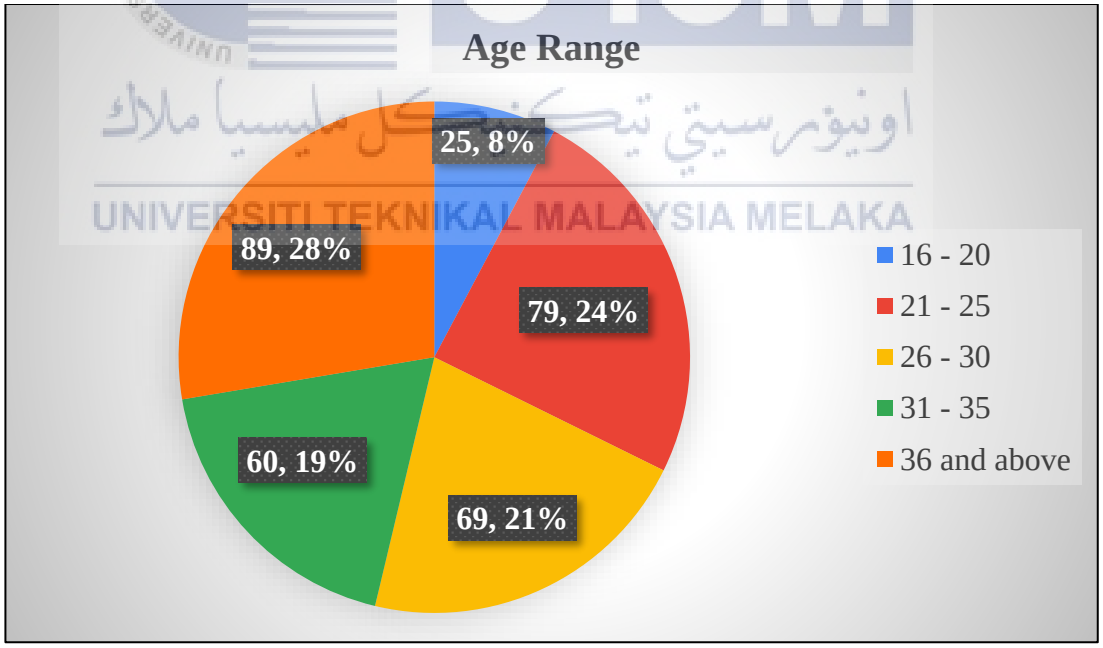

Figure 4.2 : Age of Respondent

Based on the pie chart above, 8% (n = 25) of respondents were 16 to 20 years old, followed by 24% (n = 79) of respondents who were 21 to 25 years old. Additionally, 26 to 30 years old respondents constituted 21% (n = 69), while 31 to 35

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years old respondents accounted for 19% (n = 60). The survey received 28% (n = 89) of responses from people of other races. Consequently, the majority of respondents were 36 years old and above, while the minority were 16 to 20 years old.

4.3.1.3 Gaming Experience

Table 4.8: Gaming Experience of Respondent

(Source: SPSS Output)

Gaming Experience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - 2 years	63	19.6	19.6	19.6
	2 years above	205	63.7	63.7	83.2
	Less than 1 year	54	16.8	16.8	100.0
	Total	322	100.0	100.0	

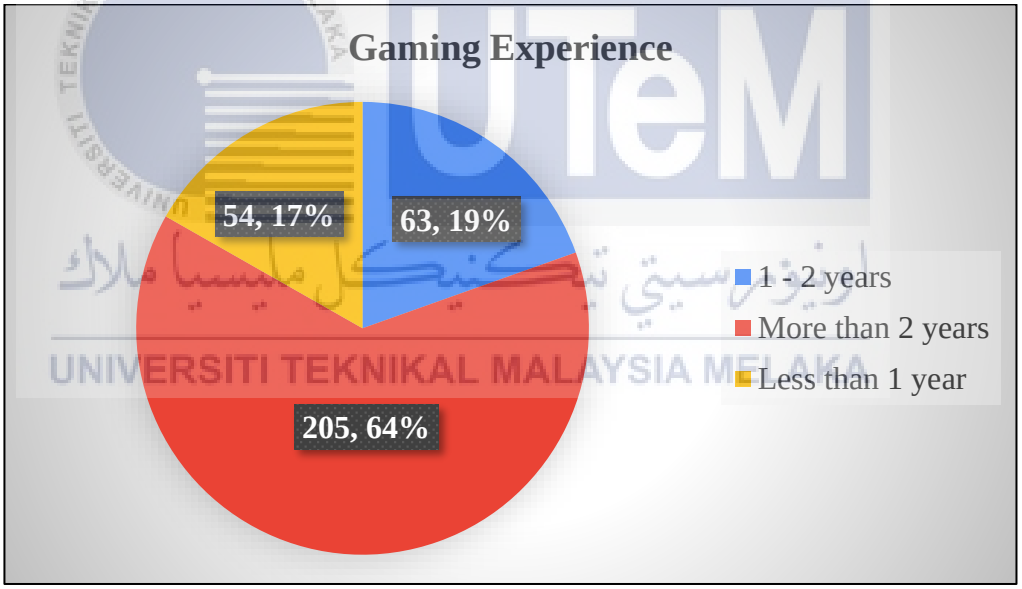

Figure 4.3 : Gaming Experience of Respondent

As illustrated in the pie chart above, it depicts the gaming experience of 322 respondents. The majority of respondents, comprising 205 respondents (64%) in this research showed having more than 2 years gaming experience. Following this, 63 respondents (19%) had 1 to 2 years of gaming experience, and 54 respondents (17%) showed having less than 1 year of gaming experience.

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4.3.1.4 Salary Range

Table 4.9: Salary Range of Respondent

(Source: SPSS Output)

Salary Range

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below RM1,500	81	25.2	25.2	25.2
	RM1,501 - RM2,000	33	10.2	10.2	35.4
	RM2,001 - RM3,000	48	14.9	14.9	50.3
	RM3,001 and RM4,000	68	21.1	21.1	71.4
	RM4,001 and above	92	28.6	28.6	100.0
	Total	322	100.0	100.0	

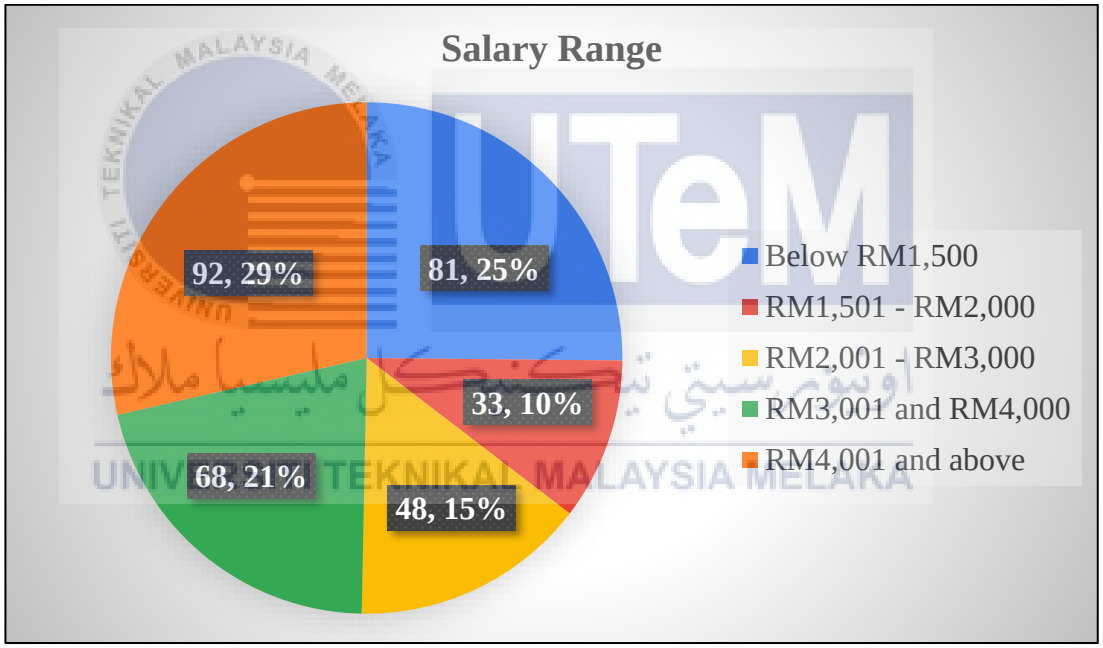

Figure 4.4 : Salary Range of Respondent

Based on the pie chart above, 25% (n = 81) of respondents showed a salary range below RM1,500, followed by 10% (n = 33) of respondents with a salary range between RM1,501 and RM2,000. In addition, 15% (n = 48) of respondents fell within the salary range of RM2,001 to RM3,000, while 21% (n = 68) had a salary range of RM3,001 to RM4,000. Notably, this survey received 29% (n = 92) of responses from individuals with a salary range of RM4,001 and above. Consequently, the majority of respondents had a salary range of RM4,001 and above, while the minority fell into the RM1,501 to RM2,000 range.

4.4 Descriptive Statistics on Independent Variables and Dependent Variable

Table 4.10: Descriptive Statistics on Independent Variables and Dependent Variable (Source: SPSS Output)

Statistics

		Hedonic	Utilitarian	Social	CPB
N	Valid	322	322	322	322
	Missing	0	0	0	0
Mean		14.8230	14.9565	14.0280	11.5093
Std. Error of Mean		.23027	.20200	.23938	.13744
Mode		18.00	18.00	18.00	14.00
Std. Deviation		4.13213	3.62468	4.29545	2.46627
Minimum		4.00	4.00	4.00	3.00
Maximum		20.00	20.00	20.00	15.00

The table above illustrates the descriptive statistical analysis for independent variables and dependent variable. Independent variables from the table above are hedonic motivation, utilitarian motivation, and social motivation. For the other side, dependent variable from the table above is the consumer purchasing behavior (CPB). Among the independent variables, hedonic motivation has the highest mean which resulted in 14.9565. Hedonic motivation was the highest mean because most respondents agreed ease of use, cost savings, and time effectiveness is the main factor in driving CPB. Whereas the lowest mean was social motivation which resulted in 14.0280. It depicts that there are few respondents affected on this variable. The mean for the dependent variable CPB resulted in 11.5093. In addition, the standard deviation of social motivation was the highest which is 4.29545 whereas the lowest standard deviation among those independent variables is hedonic motivation which is 3.62468. Social motivation obtained the highest standard deviation has showed that the respondent's responses differ from the average, while hedonic motivation of use is the lowest standard deviation showed that the obtained results are more comparatively and linear to the average. The standard deviation for CPB is 2.46627. Lastly, the minimum and maximum value of the hedonic motivation, utilitarian motivation and social motivation are 4.00 and 20.00 respectively. Whereas CPB resulted in a minimum value 3.00 and maximum value 15.00.

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4.5 Pearson Correlation Regression

Table 4.11: Correlation Analysis For All Variables

(Source: SPSS Output)

Correlations

		Hedonic	Utilitarian	Social	CPB
Hedonic	Pearson Correlation	1	.706**	.575**	.572**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	322	322	322	322
Utilitarian	Pearson Correlation	.706**	1	.636**	.610**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	322	322	322	322
Social	Pearson Correlation	.575**	.636**	1	.616**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	322	322	322	322
CPB	Pearson Correlation	.572**	.610**	.616**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	322	322	322	322

**. Correlation is significant at the 0.01 level (2-tailed).

The table above illustrates the correlations between the independent variables and dependent variable. The independent variables in this research are hedonic motivation, utilitarian motivation, and social motivation while the dependent variable is consumer purchasing behavior (CPB). The correlation value for the hedonic motivation and CPB was 0.572 with a significant level less than 0.01. This showed that there was a strong relationship between hedonic motivation and CPB. Next, the correlation between utilitarian motivation and CPB was 0.610 with a significant level less than 0.01. This showed that there was a strong relationship between utilitarian motivation and CPB. Lastly, the correlation between social motivation and CPB was 0.616 with a significant level less than 0.01. This showed that there was a strong relationship between social motivation and CPB.

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4.5.1 Hedonic Motivation

Table 4.12: Correlation Analysis between Hedonic Motivation and CPB
(Source: SPSS Output)

		Hedonic Motivation	**CPB**
Hedonic Motivation	Pearson Correlation Sig. (2-tailed) N	1	0.572
CPB	Pearson Correlation Sig. (2-tailed) N	0.572	1

**. Correlation is significant at the 0.01 level (2-tailed)

The table above shows the correlation between hedonic motivation and CPB. Based on the table above, the value of Pearson's Correlation Coefficient is 0.572 which means that there was a strong relationship between hedonic motivation and CPB. The correlation significant level is below 0.01(2-tailed) and it proved all two perceptions have efficiency. Therefore, when hedonic motivation is increased, the CPB will be positively impacted.

4.5.2 Utilitarian Motivation

Table 4.13: Correlation Analysis between Utilitarian Motivation and CPB
(Source: SPSS Output)

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		Utilitarian Motivation	**CPB**
Utilitarian Motivation	Pearson Correlation Sig. (2-tailed) N	1	0.610
CPB	Pearson Correlation Sig. (2-tailed) N	0.610	1

**. Correlation is significant at the 0.01 level (2-tailed)

The table above illustrates the correlation between utilitarian motivation and CPB. Based on the table above, the value of Pearson's Correlation Coefficient is 0.610 which means that there was a strong relationship between utilitarian motivation and CPB. The correlation significant level is below 0.01(2-tailed) and it proved all two

perceptions have efficiency. Therefore, when utilitarian motivation is increased, the CPB will be positively impacted.

4.5.3 Social Motivation

Table 4.14: Correlation Analysis between Social Motivation and CPB

(Source: SPSS Output)

		Social Motivation	**CPB**
Social Motivation	Pearson Correlation Sig. (2-tailed) N	1	0.616
CPB	Pearson Correlation Sig. (2-tailed) N	0.616	1

**. Correlation is significant at the 0.01 level (2-tailed)

Table above demonstrates the correlation between social motivation and CPB. Based on the table above, the value of Pearson's Correlation Coefficient is 0.616 which means that there was a strong relationship between social motivation and CPB. The correlation significant level is below 0.01(2-tailed) and it proved all two perceptions have efficiency. Therefore, when social motivation is increased, the CPB will be positively impacted.

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4.6 Multiple Regression Analysis (MRA)

Table 4.15: Model Summary of MRA

(Source: SPSS Output)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.691[a]	.477	.472	1.79130

a. Dependent Variable: CPB

b. Predictors: (Constant), Social, Hedonic, Utilitarian

The table above demonstrates the model summary of the relationship between the independent variables and dependent variable. The value of correlation coefficient (R) is 0.691 which means that there was a strong correlation between the variables.

Besides, the coefficient of determinant, R square was 0.477. This indicates that the research was 47.7% affected by hedonic motivation, utilitarian motivation, and social motivation, while 52.3% was explained by other factors that are not taken into this research.

Table 4.16: ANOVA

(Source: SPSS Output)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	932.091	3	310.697	96.828	<.001[b]
	Residual	1020.381	318	3.209		
	Total	1952.472	321			

a. Dependent Variable: CPB

b. Predictors: (Constant), Social, Hedonic, Utilitarian

Based on the Table above, the F-test value was resulted 96.828 with a significant level less than 0.001 which is lower than 0.05. Hence, the researcher can conclude that there is a significant relationship between hedonic motivation, utilitarian motivation, social motivation, and CPB. Moreover, the alternative hypothesis would be accepted because the significant level of regression model is less than 0.05.

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Table 4.17: Coefficients of MRA

(Source: SPSS Output)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.437	.440		10.095	<.001
	Hedonic	.117	.035	.196	3.335	<.001
	Utilitarian	.173	.042	.254	4.077	<.001
	Social	.196	.031	.341	6.322	<.001

a. Dependent Variable: CPB

The table above shows that the beta of hedonic motivation was 0.196, beta of utilitarian was 0.254 and beta of data security was 0.341 with less than 0.001 significant level. In addition, the equation of multiple regressions was developed as below:

$$CPB = 0.196HM + 0.254UM + 0.341SM$$

There were three independent variables employed to examine the CPB. From the linear equation, there was a positive relationship between hedonic motivation (HM), utilitarian motivation (UM), and social motivation (SM) on the CPB. As shown in the table, social motivation was the most significant which the beta value is 0.341 points. Then, followed by utilitarian motivation was the second significant with 0.254 points and hedonic motivation was the least significant which the beta value is 0.196 points.

4.7 Hypotheses Testing

4.7.1 Hedonic Motivation

H1 – Hedonic motivation has significantly influence on consumer purchasing behavior.

H0 – Hedonic motivation has no significantly influence on consumer purchasing behavior.

Accept H1

Table 4.17 indicates the result of regression analysis of hedonic motivation (independent variable) and CPB (dependent variable). The significant value of independent variables toward dependent variable is less than 0.001 which is lower than 0.05. Therefore, it proves that there is a significant relationship between hedonic motivation and CPB. Hence, the alternative hypotheses (H1) was accepted and the null hypotheses (H0) was rejected.

4.7.2 Utilitarian Motivation

H2 – Utilitarian motivation has significantly influence on consumer purchasing behavior.

H0 – Utilitarian motivation has no significantly influence on consumer purchasing behavior.

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Accept H2

Table 4.17 above indicates the result of regression analysis of utilitarian motivation (independent variable) and CPB (dependent variable). The significant value of independent variables toward dependent variable is less than 0.001 which is lower than 0.05. Therefore, it proves that there is a significant relationship between utilitarian motivation and CPB. Hence, the alternative hypotheses (H2) was accepted and the null hypotheses (H0) was rejected.

4.7.3 Social Motivation

H3 – Social motivation has significantly influence on consumer purchasing behavior.

H0 – Social motivation has no significantly influence on consumer purchasing behavior.

Accept H3

Table 4.17 above indicates the result of regression analysis of social motivation (independent variable) and CPB (dependent variable). The significant value of independent variables toward dependent variable is less than 0.001 which is lower than 0.05. Therefore, it proves that there is a significant relationship between social motivation and CPB. Hence, the alternative hypotheses (H3) was accepted and the null hypotheses (H0) was rejected.

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4.8 Summary

In this chapter, the researcher has analyzed the data that was collected from the respondents through a questionnaire. Data analysis was done by using SPSS software version 27.0. Analyze method includes reliability analysis for pilot test, descriptive analysis, Pearson's correlation coefficient analysis, multiple regression analysis and ANOVA analysis. The result shows that all the independent variable (hedonic motivation, utilitarian motivation, and social motivation) for this research are found to have a significant relationship with the dependent variable (CPB). Lastly, the explanation of the summary findings, limitations, recommendation for future study, and conclusion of the overall research will be discussed in the following chapter.

CHAPTER 5

DISCUSSION, CONCLUSION AND RECOMMENDATION

5.1 Introduction

In this final chapter, the researcher will summarize the key findings of the study. The summary of the findings is elaborated in the first section of this chapter followed by justification of research objectives explained in the second section. In addition, limitation of research is also included in the third section of this chapter. Lastly, researcher will prepare the recommendations for future research and conclusion remark in the last section of this chapter.

5.2 Summary of the Findings

In previous Chapter 4, researcher has completed the analysis of the data about the demographic variables, which were collected form 322 respondents and the demographic information collected from them were gender, age range, gaming experience, and salary range.

From the descriptive analysis, majority of respondents were female which were 181 respondents represent 56% out of 322 respondents. the majority of respondents were 36 years old and above. For respondent's gaming experience, 205 respondents (64%) showed having more than 2 years gaming experience. Last but not emphatically least, most of the respondents had a salary range of RM4,001 and above.

In this research, Pearson's Correlation Coefficients analysis was used to test the relationship between three independent variables and one dependent variable. The independent variables were hedonic motivation, utilitarian motivation, and social motivation while the dependent variable was consumer purchasing behavior (CPB). Three independent variables had a strong correlation towards CPB.

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Through Multiple Regression analysis, researcher will be able to determine the relationship between the independent variables and the dependent variable. There were 47.7% of the dependent variable can be explained by independent variables which are hedonic motivation, utilitarian motivation, and social motivation, while 52.3% was explained by other factors that are not taken into this research. Based on ANOVA analysis, due to the significant level of regression is lower than 0.05, it can be assumed that there is a significant relationship between these variables.

In the hypothesis testing, since there are significant relationship of hedonic motivation, utilitarian motivation, and social motivation towards consumer purchasing behavior through Shopee Farm Game in Malaysia, the alternative hypothesis (H1, H2, H3) is accepted.

5.3 Discussion

In this section, researcher will justify the research objective according to the relationship data collected and analyzed by SPSS software. In order to justify, researcher will further discuss and elaborate the relationship between independent variables (hedonic motivation, utilitarian motivation, and social motivation) and dependent variable (CPB) from the data analysis that have been done above. Three objectives of this research are identifying the relationship between hedonic motivation towards CPB, examining the relationship between utilitarian motivation towards CPB, and studying the relationship between social motivation towards consumer purchasing behavior through Shopee Farm Game.

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5.3.1 Conclusion of First Research Objective

The first research objective is identifying the relationship between hedonic motivation towards consumer purchasing behavior through Shopee Farm Game. As highlighted by Khair, Kurniawati, Yustika, and Rohmah (2023), hedonic motivation stems from people having unfulfilled desires in their personal lives and resulted in consumer purchasing behavior. Thus, it showed that there is a positive correlation between hedonic motivation and consumer purchasing behavior (CPB). According to the results that were analyzed in Chapter 4, the researcher discovered that the correlation value between hedonic motivation and CPB was 0.572, which means that

independent variable (hedonic motivation) had a strong relationship towards dependent variable (CPB). In addition, the researcher found that hedonic motivation was a factor that had a significant value that less than 0.05 in driving consumer purchasing behavior through Shopee Farm Game. This indicated that there was a significant positive relationship between the two variables (p<.001). In short, the hypotheses testing between hedonic motivation and CPB was approved. It also illustrated that hedonic motivation plays a crucial role in driving consumer purchasing behavior through Shopee Farm Game.

Hedonic motivation influences customers in the act of shopping solely for the purpose of experiencing pleasure and enjoyment without placing significant emphasis on the functional advantages derived from the acquired products (Utami, 2018). However, customers showed a stronger desire for purchasing intention after gained the rewards from the Shopee Farm Game (Khair, Kurniawati, Yustika, and Rohmah, 2023). Notably, a majority of respondents had more than 2 years gaming experience, indicating a high level of proficiency will influence of the game on their behavior. After getting the rewards from the virtual farm, they were more inclined to spend the money for enjoyment. Hence, the researcher assumed that there was a positive correlation between hedonic motivation and consumer purchasing behavior. As a result, the hypotheses result was accepted.

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5.3.2 Conclusion of Second Research Objective

The second research objective is to examine the relationship between utilitarian motivation towards consumer purchasing behavior through Shopee Farm Game. Based on the findings obtained in Chapter 4, the researcher found out that the correlation value of utilitarian motivation is 0.610 which showed a strong relationship to consumer purchasing behavior (CPB). Moreover, the researcher also found out that those were a significant value (p=<.001). As a result, the hypothetical relation between utilitarian motivation and CPB was accepted. This has also proven that utilitarian motivation significantly affects CPB. According to Mardiana, Octavia, and Farhanah (2021), an individual unable to purchase product without purchasing motivation, as mostly will take account on the functional advantages and objective attributes of the product. This assertion was aligned with the findings, which were discussed in the preceding

sentence and might be used to substantiate the claim. Customer are more likely to purchase under the consideration of cost savings, time effectiveness, and ease of use (Sarkar, 2011). Nevertheless, the Shopee Farm Game players were more inclined to plant the virtual tree to gain the rewards (Shopee coins, vouchers, and others) for future purchase. Through this method, the Shopee Farm Game players were able to save unnecessary cost and purchase on functional advantages product. Notably, most of the respondents had a salary range of RM4,001 and above. Thus, we can determine that even if most of the Shopee Farm Game players were stable in economy status, they still have a frugal conscious mindset for household living. As a result, the hypotheses result was accepted.

5.3.3 Conclusion of Third Research Objective

The third research objective is studying the relationship between social motivation towards consumer purchasing behavior through Shopee Farm Game. According to the findings and results that discussed in Chapter 4, it has showed that social motivation is the most significant independent variable since the value of Pearson's Correlation Coefficient was the highest which was 0.616 among independent variables. It also demonstrated that most of respondents agreed social motivation is the most significant independent variable. In addition, the researcher found that social motivation was a factor that had a significant value that less than 0.05 in driving CPB through Shopee Farm Game. This shows that there was a significant positive relationship between the two variables ($p<.001$). In short, the hypotheses testing between social motivation and CPB was approved. This is also proven by previous researcher, Pransopon and Hoonsopon (2019) stated that people typically compare themselves with their reference group and enable the group's members to influence their perspective, understanding, and behavior. In this research, the researcher was able to observe that most of the respondents influenced by their reference groups, interpersonal relationships, and social norms (Mi, Yu, Yang, and Lu, 2018). Notably, Shopee Farm Game players were more likely to express their gaming experience and positive purchasing experiences with family, friends, and colleagues (Yu, Zhang, and Liu, 2018). This social sharing not only facilitated recognition and appreciation from surrounding people but also played a pivotal role in triggering a

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positive impact on consumer purchasing behavior within the Shopee Farm Game context. As a result, the hypotheses result was accepted.

5.4 Limitation of Study

The use of self-reported data acquired via a structured questionnaire might be one of this study's possible limitations. Self-report assessments are prone to biases, such as people giving socially acceptable answers or misremembering and misreporting their actions and motives. As a result, there is a possibility of response bias and recollection bias, which affect the validity and reliability of the results. The research further limits the applicability of the results to other gamified e-commerce platforms or diverse cultural settings by concentrating primarily on the Shopee Farm Game in Malaysia. Additionally, the sample size has limitations which only include members of a specific Facebook group, which restricts how broadly the findings can be applied. Thus, it is critical to consider these constraints when interpreting the results and applying them to larger populations or situations.

5.5 Recommendation for future study

The recommendations for the future study of research are based on the limitation of study on the previous section. Firstly, the research should widen the applicability of the results to other gamified e-commerce platforms or diverse cultural settings. For example, the future researcher can widen exploration by comparing it with Lazada Land. In addition, they can also widen the population by including other players which are involved in other games such as Shopee Candy, Shopee Bubble, Shopee Pets, Shopee Claw, and Shopee Lucky Prize. Furthermore, the future researcher can compare Shopee Farm Game with another nation. Thus, it can produce more accurate and precise results.

Instead of only using numbers or qualitative information in future studies, promoting an approach that combines both should be suggested. By applying both methods for research can help get more complete feedback, and interviews will obtain deeper details. Nonetheless, the participants can share their thoughts without limits

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and assist future researcher to achieve valuable and more insightful results in accordance with those target respondents' viewpoints.

Last but not least, future research is encouraged to apply more independent variables to do hypotheses testing. This is because the analysis of this research resulted 47.7% of the dependent variable can be explained by independent variables which are hedonic motivation, utilitarian motivation, and social motivation, while 52.3% was explained by other factors that are not taken into this research. The future researcher should provide other motivation factors to contribute to more accurate results. As a consequence of those suggestions, the findings may be better assessed and studied, which in turn provides future scholars and practitioners who were interested in this area with additional advantages and knowledge.

5.6 Conclusion

In conclusion, this research study applied the gamification and self-determined theory to explore the motivation factors in driving consumer purchasing behavior through Shopee Farm Game in Malaysia. The researcher conducted data analysis, including descriptive analysis, Pearson correlation analysis, reliability analysis, multiple regression analysis, and hypothesis testing, is one of the methods that was utilized in this research project. The purpose of these methods was to answer the research questions and accomplish the research objectives. Based on the findings, all independent variables (hedonic motivation, utilitarian motivation, and social motivation) had a significant positive correlation towards the dependent variable, which was consumer purchasing behavior (CPB). In addition, social motivation had a highest significant positive correlation towards CPB. From the result of ANOVA, the researcher can determine that there still having other motivation factors that are not taken into this research. Although the independent variables that applied in this research is not exactly the most accurate factor that influence CPB through Shopee Farm Game in Malaysia, the independent variables still have a positive impact towards CPB.

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APPENDIX A

Gantt Chart of Final Year Project 1

WEEK/ ACTIVITIES	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
FYP talk									MID SEMESTER BREAK							
Search for FYP topic																
Meeting with supervisor																
Topic discussion																
Title confirmation																
RO & RQ Construction																
Submission Chapter 1																
Submission Chapter 2																
Submission Chapter 3																
First draft of FYP 1																
Submission of FYP 1																
Presentation 1																
Revised of FYP 1																

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APPENDIX B

Gantt Chart of Final Year Project 2

WEEK/ ACTIVITIES	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Constructing the survey									MID SEMESTER BREAK							
Distribute the survey online																
Data Collection																
Data Analysis																
First Draft Submission																
Chapter 3 & 4 Correction																
Report finalization																
Final Presentation																
Submission of FYP 2																

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APPENDIX C

Questionnaire

MOTIVATION FACTORS IN DRIVING CONSUMER PURCHASING BEHAVIOR THROUGH SHOPEE FARM GAME IN MALAYSIA

INSTRUCTIONS:

Purpose of Survey:	The primary purpose of this study is to examine the motivational factors in driving consumer purchasing behavior through Shopee Farm Game in Malaysia. The result of the study will be used to build and improve the innovation quality of gamification in e-commerce platforms.
Notes:	You had been carefully considered and selected to represent on behalf of the respondent for this study. Your response is vital as it will contribute towards the gamification of the e-commerce platform.
For further clarification and/or instruction, please contact:	Name: SIOW PUI LEE E-mail: b062010342@student.utem.edu.my Tel: 018-7934818 Supervisor: DATIN DR. SURAYA BINTI AHMAD E-mail: surayaahmad@utem.edu.my

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STATEMENT OF CONFIDENTIALITY

The information you provide will be held strictly confidential. We will neither publish, release, nor disclose any information on or identifiable with individuals, organizations, or companies.

SECTION A: DEMOGRAPHIC PROFILE

This section aims to obtain your personal information with several questions listed. Please select the answer options provided.

1. **Gender**

Male	
Female	

2. **Age**

16 – 20	
21 – 25	
25 – 30	
31 – 35	
36 and above	

3. **Gaming experience**

Less than 1 year	
1 – 2 years	
More than 2 years	

4. **Salary range**

Below RM1,500	
RM1,501 – RM2,000	
RM2,001 – RM3,000	
RM3,001 – RM4,000	
RM4,001 and above	

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SECTION B: MOTIVATION FACTORS IN DRIVING CONSUMER PURCHASING BEHAVIOR THROUGH SHOPEE FARM GAME

Here are the statements that reflect your experience and suggestions when playing the Shopee Farm Game. Please use the Likert scale to indicate to what extent you agree with the following statement.

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

Hedonic motivation is referred to as a general evaluation of experiencing advantages, especially happiness, enjoyment, and escapism.

Hedonic motivation is one of the factors that affect consumer purchasing behavior because when playing the Shopee Farm Game:

	Hedonic Motivation	**Sources**
H1	I am attracted to the rewards of the Shopee Farm Game, which triggered my desire to make purchases.	Khair, Kurniawati, Yustika, and Rohmah (2023)
H2	Shopee Farm Game allows me to escape from the stresses of life, which can lead to making purchases.	Overby and Lee (2006)
H3	The pleasure and enjoyment I derive from the Shopee Farm Game motivates me to purchase.	Utami (2018)
H4	I feel happy when I harvested the plant in the Shopee Farm Game which triggered me to purchase.	Overby and Lee (2006)

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Utilitarian motivation is defined as a general evaluation of functional advantages such as ease of use, cost savings, and time effectiveness in order to maximize efficiency.

Utilitarian motivation is one of the factors that affect consumer purchasing behavior because when playing the Shopee Farm Game:

	Utilitarian Motivation	**Sources**
U1	I spend quality time playing the Shopee Farm Game to gain rewards for future purchases.	Sarkar (2011)
U2	The simple interface of the Shopee Farm Game motivated me to make purchase.	Sarkar (2011)
U3	I am considering gaining rewards from the Shopee Farm Game to save the cost of future purchases.	Sarkar (2011)
U4	I likely to worry about rewards gained on the Shopee Farm Game.	Choi, Madhavaram, and Park (2020)

Social motivation is the influence of other people on a person's decisions.

Social motivation is one of the factors that affect consumer purchasing behavior because when playing the Shopee Farm Game:

	Social Motivation	**Sources**
S1	My friends recommend me to play the Shopee Farm Game for purchasing with rewards gained.	Yu, Zhang, and Liu (2018)
S2	I often share my gaming experiences and tips in the Shopee Farm Game with others.	Pransopon and Hoonsopon (2019)
S3	I often request watering plants from others to harvest more rewards for future purchases.	Pransopon and Hoonsopon (2019)
S4	I always compare the total Shopee coins earned with my friends and family.	Pransopon and Hoonsopon (2019)

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SECTION C: DRIVING CONSUMER PURCHASING BEHAVIOR THROUGH SHOPEE FARM GAME

This section provides statements that reflect your experience, and opinion when playing the Shopee Farm Game. Please use the Likert scale to indicate to what extent you agree with the following statement.

	Motivation Factors	**Sources**
H1	I tend to make purchases that prioritize pleasure and emotional satisfaction.	Utami (2018)
U2	I make decisions that are mainly focused on optimizing functional benefits.	Mardiana, Octavia, and Farhanah (2021)
S3	The opinions and choices of others influence my decision-making process.	Grenny, Maxfield, and Shimberg (2008)

I sincerely thank you for your precious time and participation in this survey. Your information will be kept strictly confidential.

- END OF QUESTION -

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Soal Selidik

FAKTOR MOTIVASI DALAM MENDORONG TINGKAH LAKU PEMBELIAN PENGGUNA MELALUI PERMAINAN SHOPEE FARM DI MALAYSIA

ARAHAN:

Tujuan Survei:	Tujuan utama kajian ini adalah untuk mengkaji faktor motivasi dalam mendorong tingkah laku pembelian pengguna melalui Permainan Shopee Farm di Malaysia. Hasil kajian ini akan digunakan untuk membina dan meningkatkan kualiti inovasi dalam gamifikasi dalam platform e-dagang.
Nota:	Anda telah dipilih dengan teliti untuk mewakili responden dalam kajian ini. Sumbangan respons anda amat penting kerana ia akan menyumbang kepada gamifikasi dalam platform e-dagang.
Untuk sebarang maklumat lanjut dan/atau arahan, sila hubungi:	Nama: SIOW PUI LEE E-mel: b062010342@student.utem.edu.my Tel: 018-7934818 Penyelia: DATIN DR. SURAYA BINTI AHMAD E-mel: surayaahmad@utem.edu.my

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KENYATAAN KERAHSIAAN

Maklumat yang anda berikan akan dijaga secara rahsia. Kami tidak akan menerbitkan, mendedahkan, atau mengungkap sebarang maklumat yang dapat dikenalpasti dengan individu, organisasi, atau syarikat.

BAHAGIAN A: PROFIL DEMOGRAFI

Bahagian ini bertujuan untuk mendapatkan maklumat peribadi anda dengan beberapa soalan yang disenaraikan. Sila pilih pilihan jawapan yang disediakan.

1. **Jantina**

Lelaki	
Perempuan	

2. **Umur**

16 – 20	
21 – 25	
25 – 30	
31 – 35	
36 dan ke atas	

3. **Pengamalan permain**

Kurang daripada 1 tahun	
1 – 2 tahun	
Lebih daripada 2 tahun	

4. **Pendapatan Bulanan**

Bawah daripada RM1,500	
RM1,501 – RM2,000	
RM2,001 – RM3,000	
RM3,001 – RM4,000	
RM4,001 dan ke atas	

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BAHAGIAN B: FAKTOR MOTIVASI DALAM MENDORONG TINGKAH LAKU PEMBELIAN PENGGUNA MELALUI PERMAINAN SHOPEE FARM

Sila tandakan (/) jawapan anda berdasarkan skala Likert di bawah bagi menunjukkan sejauh mana anda bersetuju dengan kenyataan-kenyataan di bawah.

1	2	3	4	5
Sangat Tidak Setuju	Tidak Setuju	Neutral	Setuju	Sangat Setuju

Motivasi Hedonik merujuk kepada penilaian umum mengenai pengalaman kelebihan, terutamanya kebahagiaan, keseronokan, dan pelarian.

Motivasi Hedonik adalah salah satu faktor yang mempengaruhi tingkah laku pembelian pengguna kerana apabila bermain Permainan Shopee Farm:

	Motivasi Hedonik	**Sumber**
H1	Saya tertarik dengan ganjaran permainan Shopee Farm yang merangsang keinginan saya untuk membuat pembelian.	Khair, Kurniawati, Yustika, and Rohmah (2023)
H2	Permainan Shopee Farm membolehkan saya melarikan diri dari tekanan kehidupan, yang boleh merangsangkan pembelian.	Overby and Lee (2006)
H3	Kenikmatan dan keseronokan yang saya perolehi daripada permainan Shopee Farm memotivasi saya untuk membuat pembelian.	Utami (2018)
H4	Saya berasa gembira apabila menuai tanaman dalam permainan Shopee Farm yang merangsang saya untuk membuat pembelian.	Overby and Lee (2006)

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Motivasi Utilitarian didefinisikan sebagai penilaian umum mengenai kelebihan fungsi seperti kemudahan penggunaan, penjimatan kos, dan keberkesanan masa untuk memaksimumkan kecekapan.

Motivasi Utilitarian adalah salah satu faktor yang mempengaruhi tingkah laku pembelian pengguna kerana apabila bermain Permainan Shopee Farm:

	Motivasi Utilitarian	**Sumber**
U1	Saya meluangkan masa berkualiti bermain Permainan Shopee Farm untuk mendapatkan ganjaran baucar untuk pembelian masa depan.	Sarkar (2011)
U2	Antaramuka yang mudah permainan Shopee Farm memotivasi saya untuk membuat pembelian.	Sarkar (2011)
U3	Saya mempertimbangkan untuk mendapatkan ganjaran daripada permainan Shopee Farm untuk menjimatkan kos pembelian masa depan.	Sarkar (2011)
U4	Saya risau tentang ganjaran yang diperolehi daripada Permainan Shopee Farm.	Choi, Madhavaram, and Park (2020)

Motivasi Sosial adalah pengaruh orang lain terhadap keputusan seseorang.

Motivasi Sosial adalah salah satu faktor yang mempengaruhi tingkah laku pembelian pengguna kerana apabila bermain Permainan Shopee Farm:

	Motivasi Sosial	**Sumber**
S1	Rakan-rakan saya mengesyorkan saya untuk bermain Permainan Shopee Farm untuk membuat pembelian dengan ganjaran yang diperolehi.	Yu, Zhang, and Liu (2018)
S2	Saya sering berkongsi pengalaman bermain dan tip dalam Permainan Shopee Farm dengan orang lain.	Pransopon and Hoonsopon (2019)
S3	Saya sering meminta orang lain menyiram tanaman untuk mendapatkan lebih banyak ganjaran untuk pembelian masa depan.	Pransopon and Hoonsopon (2019)
S4	Saya sentiasa membandingkan jumlah Shopee coins yang diperolehi dengan rakan-rakan dan keluarga.	Pransopon and Hoonsopon (2019)

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BAHAGIAN C: MENDORONG TINGKAH LAKU PEMBELIAN PENGGUNA MELALUI PERMAINAN SHOPEE FARM

Sebahagian ini menyediakan kenyataan yang mencerminkan pengalaman, dan pendapat anda semasa bermain Permainan Shopee Farm. Sila tandakan (/) jawapan anda berdasarkan skala Likert di bawah bagi menunjukkan sejauh mana anda bersetuju dengan kenyataan-kenyataan di bawah.

	Faktor Motivasi	**Sumber**
H1	Saya cenderung untuk membuat pembelian yang memberi keutamaan kepada keseronokan dan kepuasan emosi.	Utami (2018)
U2	Saya membuat keputusan yang lebih tertumpu kepada faedah fungsional.	Mardiana, Octavia, and Farhanah (2021)
S3	Pendapat dan pilihan orang lain mempengaruhi proses pembuatan keputusan saya.	Grenny, Maxfield, and Shimberg (2008)

Saya mengucapkan terima kasih secara ikhlas atas masa berharga dan penyertaan anda dalam kajian ini. Maklumat anda akan disimpan secara rahsia.

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- SOALAN TAMAT -