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How Motivation and Social Interaction Shape Online Consumer Behavior: Evidence From E-WOM and Repurchase Intention

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Abstract.

This study investigates how motivation to enter online markets and social interaction shape consumer behavior, with particular focus on electronic word-of-mouth (e-WOM) and repurchase intention. Drawing on social exchange theory and the theory of planned behavior, this research examines how motivational and social factors influence consumers' behavioral outcomes in Indonesia's rapidly expanding digital marketplace. Using data collected from 111 online consumers between 2024 and 2025, the study employs Partial Least Squares Structural Equation Modeling (PLS-SEM) to test the proposed relationships. The findings reveal that consumer motivation strongly enhances social interaction, stimulates positive e-WOM, and increases repurchase intention. Social interaction also reinforces the effects of motivation by facilitating trust, communication, and community engagement. The model demonstrates satisfactory reliability, convergent validity, and discriminant validity, with substantial explanatory power for all constructs. The results highlight that both motivation and social connection are key mechanisms driving consumer loyalty and advocacy in online marketplaces. The study offers theoretical and managerial insights into how digital platforms can leverage motivation and social engagement to sustain long-term consumer relationships.

Keywords: Electronic word-of-mouth, motivation, online consumer behavior, repurchase intention, social interaction.

1. Introduction

The rapid expansion of digital platforms has profoundly reshaped consumer behavior worldwide, particularly in emerging economies such as Indonesia. The proliferation of online marketplaces—such as Tokopedia, Shopee, and Lazada—has altered the traditional consumer journey, enabling individuals to search, evaluate, and purchase products with unprecedented ease (Statista, 2024). These platforms have also created a vibrant ecosystem of social interaction, where consumers actively engage in discussions, reviews, and digital communities to guide purchasing decisions. Consequently, understanding the psychological and social mechanisms that drive consumers' online engagement, advocacy, and loyalty has become a critical concern for both scholars and practitioners in digital marketing (Alalwan, 2020; Hajli, 2014).

In the digital era, motivation and social interaction are among the most influential factors shaping online consumer behavior. Motivation refers to the internal and external forces that drive individuals to engage in online transactions—ranging from utilitarian motives such as convenience, efficiency, and accessibility to hedonic motives such as enjoyment, novelty, and perceived social status (Liu et al., 2023; Kim et al., 2023). Motivated consumers are more



likely to explore digital marketplaces, engage in product-related discussions, and contribute to brands' online reputations through reviews and recommendations (Lampe et al., 2010; Wang & Chen, 2012). However, motivation alone may not directly lead to advocacy or repeat purchase; its influence often unfolds through social channels where consumers interact, exchange information, and co-create value.

Social interaction, in this context, represents the communication and relational exchanges that occur among users in digital environments, creating social connectedness and trust that influence purchasing behavior (Chen et al., 2021; X. Y. Lin & Lachman, 2021). Through comments, likes, and shared experiences, consumers build digital communities that serve as informal networks of influence. Prior studies suggest that these social dynamics play a mediating role in translating individual motivation into behavioral outcomes such as electronic word-of-mouth (e-WOM) and repurchase intention (Hajli, 2014; Wang & Chen, 2012). In other words, while motivation initiates engagement, social interaction amplifies and channels that motivation into trust-building, advocacy, and loyalty behaviors.

These motivational and social dimensions play a particularly vital role in shaping e-WOM and repurchase intention (RPI)—two behavioral outcomes that determine the sustainability of e-commerce ecosystems. e-WOM, defined as consumers' willingness to share opinions and experiences about products or services through online platforms, has been recognized as a powerful determinant of brand credibility and purchase decision-making (Erkan & Evans, 2016; Jalilvand & Samiei, 2012). Positive e-WOM can strengthen trust and attract new consumers, while negative e-WOM can significantly harm brand reputation. Repurchase intention, on the other hand, reflects the degree of loyalty and satisfaction that consumers experience after an initial purchase, often influenced by perceived value, trust, and prior social interaction (Han et al., 2019).

Previous empirical studies have consistently highlighted the interconnected nature and indirect pathways among these constructs. For instance, (Hajli, 2014) demonstrated that social interaction and trust significantly affect consumers' participation in online communities, which in turn enhances e-WOM behavior. (Alalwan, 2020) found that motivational drivers such as convenience, enjoyment, and perceived usefulness are positively associated with engagement and purchase intention on social commerce platforms. Yet, despite such insights, few studies have explicitly modeled social interaction as a mediating mechanism linking motivation to e-WOM and repurchase behavior—particularly in the cultural context of Indonesia, where collectivist norms foster communal decision-making and peer endorsement (Suryani et al., 2023).

Furthermore, the increasing digital literacy and smartphone penetration in Indonesia—where over 210 million users access the internet daily—present unique opportunities and challenges for marketers seeking to foster sustained consumer loyalty (APJII, 2024). The online market is no longer merely a transactional environment, but a socially embedded ecosystem shaped by emotions, belongingness, and digital trust. Accordingly, examining how motivation translates into behavioral outcomes through social interaction offers critical insights into consumer engagement processes within such digital communities.

The present study, therefore, investigates how motivation to enter online markets (MON) and social interaction (SI) influence electronic word-of-mouth (e-WOM) and repurchase intention (RPI) among Indonesian online consumers. Specifically, it aims to (1) analyze the influence of motivation to enter online markets on social interaction, e-WOM, and



repurchase intention; (2) examine the influence of social interaction on e-WOM and repurchase intention; and (3) evaluate the mediating role of social interaction in the relationships between motivation, e-WOM, and repurchase intention.

By addressing these objectives, this study contributes to both theoretical development and managerial practice. Theoretically, it enriches the understanding of motivational and social mechanisms in digital consumer behavior, highlighting the mediating influence of social interaction. Practically, it offers strategic insights for e-commerce platforms to enhance customer engagement, trust, and loyalty by designing user experiences that foster community participation and social connection. Ultimately, this research underscores the critical intersection between psychological motivation and social connectivity in driving online consumer outcomes, offering a timely contribution to the ongoing discourse on sustainable digital marketing in Indonesia's rapidly expanding online marketplace.

2. Literature Review and Hypotheses Development

2.1 Motivation to Enter the Online Market and e-WOM

Motivation plays a fundamental role in driving consumers' participation in online marketplaces. In digital contexts, motivation reflects the internal and external drivers that influence consumers' decisions to engage in online buying and selling activities—such as convenience, trust, enjoyment, perceived usefulness, and social influence (Alalwan, 2020)(Guo et al., 2020). When individuals are motivated by hedonic and utilitarian values, they are more likely to participate actively in online communities, seek product-related information, and share experiences with others through electronic word-of-mouth (e-WOM).

Prior studies have established a strong relationship between consumer motivation and e-WOM behaviors. Motivated consumers tend to express their satisfaction or dissatisfaction more openly in online platforms, contributing to peer-to-peer information exchange that strengthens brand communities (Wang & Chen, 2012) (Hajli, 2014). e-WOM, in turn, has become a critical determinant of trust formation and purchase decision-making in e-commerce ecosystems (Yusuf et al., 2018).

Based on these arguments, the following hypothesis is proposed:

H1: Motivation to enter the online market positively influences e-WOM.

2.2 Motivation to Enter the Online Market and Repurchase Intention

Repurchase intention represents consumers' willingness to repurchase a product or service from the same seller or platform. According to the Theory of Planned Behavior (Ajzen, 1991), behavioral intention is shaped by attitudes, subjective norms, and perceived control—all of which can be strengthened by motivational factors. In the context of online markets, intrinsic motivation such as enjoyment and perceived value, as well as extrinsic motivation such as trust and efficiency, increase users' satisfaction and long-term commitment (Fetais et al., 2023).

Empirical studies indicate that motivated consumers exhibit stronger purchase loyalty and higher willingness to continue shopping on familiar platforms (Al-Tit, 2020; Mohd Kassim & Ismail, 2009). When motivation aligns with positive online experiences, it fosters habitual



behavior and strengthens emotional attachment, leading to repurchase intentions (Gao et al., 2024)(Aslam et al., 2020).

Therefore, it is hypothesized that:

H2: Motivation to enter the online market positively influences repurchase intention.

2.3 Motivation and Social Interaction in Online Communities

Social interaction is an essential social mechanism that facilitates communication, trust, and relationship building among online consumers (Shirazi et al., 2022). Motivated individuals are more likely to engage in conversations, share information, and seek feedback within digital communities. As a result, social interaction becomes a behavioral extension of consumers' motivation to connect and participate in value co-creation processes (Wang & Chen, 2012)(Lin et al., 2024).

Social interaction in online environments supports the formation of social capital and strengthens consumers' sense of belonging (Lin et al., 2023) (S. A. Lin et al., 2024). This engagement enhances collective trust and emotional ties, transforming transactional interactions into relational experiences. In this way, motivation not only influences direct behavioral outcomes but also shapes the level and quality of social interactions among consumers.

Hence, the following hypothesis is proposed:

H3: Motivation to enter the online market positively influences social interaction.

2.4 The Role of Social Interaction in e-WOM and Repurchase Intention

Social interaction has been identified as a crucial antecedent of both e-WOM and repurchase intention. Through frequent communication and shared experiences, consumers gain credibility and trust in peer recommendations, leading to stronger e-WOM behaviors (Yusuf et al., 2018) . Similarly, social connectedness enhances commitment and satisfaction, both of which are key predictors of repurchase decisions (Zhao et al., 2024).

Research by (Hajli, 2014) and (Alalwan, 2020) suggests that social networking features—such as ratings, reviews, and community discussions—encourage consumers to engage more deeply with platforms, transforming satisfaction into loyalty. In emerging markets, where collectivism and relational harmony are culturally salient, social interaction serves as a powerful psychological and behavioral driver (Febrian & Fadly, 2020).

Thus, the following hypotheses are proposed:

H4: Social interaction positively influences e-WOM.

H5: Social interaction positively influences repurchase intention.

2.5 The Mediating Role of Social Interaction

While motivation directly shapes consumers' behavioral outcomes, its influence may be amplified or channeled through social interaction. Consumers who are motivated to participate in online markets tend to engage socially with other users, which subsequently enhances their trust and loyalty (Shirazi et al., 2022) (Hajli & Sims, 2021). In this sense, social interaction functions as a mediator linking motivational drivers to behavioral outcomes such as e-WOM and repurchase intention (Lin et al., 2024)



This mediating role highlights the social nature of digital consumption in collectivist cultures such as Indonesia, where interpersonal connections shape perceptions of value and reliability. Therefore, it is hypothesized that:

H6: Social interaction mediates the relationship between motivation to enter the online market and e-WOM.

H7: Social interaction mediates the relationship between motivation to enter the online market and repurchase intention.

3. Method

3.1 Research Design

This study employed a quantitative explanatory design to examine the structural relationships between motivation to enter online market (MON), social interaction (SI), electronic word-of-mouth (e-WOM), and repurchase intention (RPI) among Indonesian online consumers. The explanatory approach was selected to test causal pathways and mediating effects within the conceptual framework derived from prior digital marketing and social commerce research (Alalwan, 2020) (Shirazi et al., 2022)

This study collected data from members of Pasar Online Ngoro, a community-based digital marketplace located in rural East Java. The community, which currently has 837 members, including both sellers and buyers, was established to strengthen local economic resilience through social commerce. The platform primarily operates through WhatsApp and Facebook Groups, enabling villagers to promote goods and services, conduct online transactions, and support micro and small enterprises (MSMEs) in their villages.

The mission of *Pasar Online Ngoro* reflects a grassroots approach to digital inclusion: (1) helping residents promote their products and services, (2) uplifting the local economy and small-scale entrepreneurship, and (3) enabling convenient shopping through mobile devices without requiring residents to travel far to markets or stores. The community enforces several self-regulatory rules to maintain trust and order, including restrictions on prohibited goods, limits on post frequency (maximum of 5 posts per day), halal certification for food products, and the encouragement of transparent pricing in every post.

This context provides a unique empirical setting to examine how motivation and social interaction shape online consumer behavior within a localized and trust-based social commerce ecosystem. Unlike large-scale digital marketplaces such as Shopee or TikTok Shop, Pasar Online Ngoro represents a frugal, community-driven model where digital participation is deeply intertwined with social relationships, religious norms, and collective economic goals.

Following (Hair Jr et al., 2021), the minimum sample size was determined using the “10 times rule” for Partial Least Squares–Structural Equation Modeling (PLS-SEM), requiring 10 observations per structural path. With seven hypothesized relationships, a minimum of 70 participants was necessary; however, to enhance robustness, 111 valid responses were collected and analyzed.



3.2 Measurement of Constructs

All measurement items were adapted from validated scales in previous studies, using a 7-point Likert scale (1 = strongly disagree to 7 = strongly agree). Minor wording modifications were applied to fit the Indonesian online shopping context.

3.3 Data Analysis Technique

Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0 software. This analytical technique was selected because of its suitability for examining complex models that include mediating relationships and reflective constructs, particularly when working with moderate sample sizes (Hair et al., 2021). The analysis followed a two-step approach comprising measurement model and structural model evaluation.

In the measurement model stage, the reliability and validity of the constructs were thoroughly assessed. Internal consistency reliability was confirmed as all constructs achieved Cronbach's alpha and composite reliability (CR) values above the recommended threshold of 0.70. Convergent validity was verified through the average variance extracted (AVE), with all constructs exceeding the minimum criterion of 0.50. Furthermore, discriminant validity was established using both the Fornell–Larcker criterion and the heterotrait–monotrait ratio (HTMT), with all HTMT values below 0.85, confirming that each construct measured distinct conceptual dimensions.

In the second stage, a structural model was evaluated to test the hypothesized relationships among variables. Path coefficients and t-statistics were estimated using a bootstrapping procedure with 5,000 resamples. The coefficient of determination (R^2) was used to indicate the explanatory power of endogenous constructs, while predictive relevance (Q^2) and effect size (f^2) values were also computed to assess model quality and predictive accuracy.

To further test the mediating role of social interaction, the indirect effects of motivation (MON) on both electronic word-of-mouth (e-WOM) and repurchase intention (RPI) were examined. Mediation was confirmed when the indirect path from motivation through social interaction (MON → SI → e-WOM/RPI) showed statistical significance, following the procedures recommended by (Hair Jr et al., 2021) and (Zhao et al., 2010). Both direct and indirect effects were analyzed to determine whether the mediation was full or partial.

Finally, several procedural and statistical remedies were applied to minimize common-method bias and ensure the validity of the findings. Respondents were assured of anonymity, and the order of questionnaire items was randomized to reduce response patterns. Harman's single-factor test indicated that no single factor accounted for more than 40% of the total variance, suggesting that common method bias was not a major concern. Additionally, all variance inflation factor (VIF) values were below the recommended threshold of 3.3, confirming the absence of multicollinearity issues across indicators.

4. Result and Discussion

4.1 Measurement Model Assessment

The reliability and validity tests confirmed that all constructs met acceptable thresholds. Cronbach's alpha and composite reliability values exceeded 0.90 for all variables,



demonstrating strong internal consistency. Average variance extracted (AVE) ranged from 0.70 to 0.79, surpassing the minimum recommended value of 0.50 (Hair Jr et al., 2021). The Fornell–Larcker criterion and the heterotrait–monotrait ratio (HTMT) further confirmed discriminant validity, as all HTMT values remained below 0.85, indicating that each construct measured distinct conceptual domains. These results validate that the measurement model is robust and suitable for structural analysis.

4.2 Structural Model Evaluation

The structural model demonstrated satisfactory predictive power, with R^2 values of 0.560 for e-WOM, 0.550 for RPI, and 0.575 for SI. These values indicate that motivation and social interaction together explain more than half of the variance in consumers' online behavioral outcomes. The standardized root mean square residual (SRMR = 0.085) also fell below the 0.10 threshold, signifying a good model fit (Henseler et al., 2016).

Figure 1. Hypothesis Testing Results

Hypothesis	Path	Result	Mediation
H1	MON → SI	Supported	–
H2	MON → e-WOM	Supported	Partial via SI
H3	MON → RPI	Supported	Partial via SI
H4	SI → e-WOM	Supported	–
H5	SI → RPI	Marginally supported	–

The results of the path analysis reveal several significant relationships among the key constructs. Motivation (MON) exhibited a strong positive effect on social interaction (SI) ($\beta = 0.758$, $p < 0.001$), indicating that higher levels of motivation significantly enhance consumers' willingness to engage socially within online environments. Motivation also had a positive and significant impact on both electronic word-of-mouth (e-WOM) ($\beta = 0.400$, $p = 0.004$) and repurchase intention (RPI) ($\beta = 0.503$, $p < 0.001$), suggesting that motivated consumers are more inclined to share product-related information and maintain loyalty toward online platforms. Furthermore, social interaction was found to positively influence e-WOM ($\beta = 0.398$, $p = 0.002$), confirming that active engagement within online communities encourages consumers to disseminate information and recommendations to others. However, the relationship between social interaction and repurchase intention ($\beta = 0.283$, $p = 0.055$) was only marginally significant, implying that while social interaction fosters communication and trust, its direct influence on loyalty behavior may be relatively weaker. The notably high t-value for the MON → SI path ($t = 12.765$) underscores motivation as a dominant antecedent of social interaction, reinforcing the idea that consumers' intrinsic and extrinsic drives play a crucial role in shaping their social participation in digital marketplaces.

The mediation analysis results indicate that social interaction partially mediates the relationship between motivation and both electronic word-of-mouth (e-WOM) and repurchase intention (RPI). Specifically, the total effect of motivation on e-WOM ($\beta = 0.301$, $p = 0.002$) remained significant but was lower than its direct effect ($\beta = 0.400$, $p = 0.004$), indicating partial mediation. Similarly, the total effect of motivation on repurchase intention ($\beta = 0.215$, $p = 0.055$) decreased compared to its direct effect ($\beta = 0.503$, $p < 0.001$), suggesting that part of this influence is transmitted through social interaction. These results imply that while motivation independently drives consumers' engagement and loyalty behaviors, social interaction amplifies these effects by facilitating communication, emotional connection, and trust within online communities. In line with Zhao et al. (2010), the significance of both direct



and indirect relationships supports a complementary partial mediation pattern, in which motivation influences consumer behavior both directly and indirectly through enhanced social participation in digital marketplaces. Overall, the model confirms that motivation exerts both direct and indirect effects on online consumer behavior, with social interaction as the mediating mechanism. These relationships illustrate the synergistic mechanism by which individual drivers and social dynamics jointly shape e-commerce success in Indonesia's digital economy.

4.3 Discussion

The findings underscore the pivotal role of motivation as a psychological and behavioral antecedent driving online consumer engagement within digital marketplaces. Consumers who perceive online shopping as convenient, enjoyable, and rewarding are more likely to engage in interactive behaviors—such as sharing experiences, providing feedback, and expressing loyalty toward the platform. This reinforces the notion of Self-Determination Theory (Ryan & Deci, 2000), which emphasizes that intrinsic motivation—stemming from autonomy, competence, and relatedness—plays a critical role in sustaining digital engagement. Within the Indonesian context, where collectivist cultural values prevail, this motivation transcends functional utility and reflects deeper relational and emotional gratifications derived from community belonging and mutual interaction.

The strong and significant effect of motivation on social interaction ($\beta = 0.758$) demonstrates the interdependence between individual psychological drivers and collective social behavior in digital ecosystems. This aligns with the findings of (Hajli, 2014) and (Lin et al., 2024), suggesting that highly motivated consumers are more likely to participate actively in online communities, exchange feedback, and contribute to the formation of digital trust networks. These networks, in turn, facilitate e-WOM behaviors—such as product recommendations, reviews, and advocacy—that amplify brand reach and credibility (Erkan & Evans, 2016).

Interestingly, the mediating analysis reveals that social interaction exerts a stronger indirect effect on e-WOM than on repurchase intention. This asymmetry can be interpreted through the social exchange theory, which posits that online interactions primarily fulfill consumers' social validation, self-expression, and identity construction rather than purely transactional motivations (Shirazi et al., 2022) (Hajli & Sims, 2021). While these social exchanges foster trust and relational bonding that may indirectly influence repurchase intention, purchase decisions are still shaped by additional evaluative factors, such as perceived value, satisfaction, price sensitivity, and service quality.

From a managerial perspective, the results suggest that online platforms and e-commerce managers should shift their strategic focus from mere transactional optimization to experiential engagement. Designing features that encourage user-generated content—including product reviews, social posts, community discussions, or gamified interactions—can strengthen both emotional attachment and community cohesion. Furthermore, integrating motivational cues such as gamification elements, social recognition, or personalized recommendations can reinforce consumers' sense of competence and enjoyment, thereby enhancing long-term engagement and advocacy behaviors.

In essence, the study contributes to the growing body of literature emphasizing that consumer motivation and social interaction are not isolated constructs but rather operate synergistically to drive digital loyalty behaviors. By recognizing the dual pathways of



functional and social engagement, online marketplaces can cultivate a more sustainable form of customer relationship—anchored not only in satisfaction but also in shared digital identity and Jcommunity trust.

From a theoretical standpoint, this study enriches the understanding of consumer engagement theory and electronic word-of-mouth (e-WOM) dynamics by revealing how social interaction mediates the relationship between motivation and behavioral outcomes. It extends prior research (Erkan & Evans, 2016) (Hajli, 2014) by empirically demonstrating that motivation-driven interaction can serve as a psychological mechanism that bridges individual intention and community-driven advocacy. Future research could examine cross-cultural differences in motivational antecedents and social mediators across collectivist and individualist societies. Additionally, integrating emotional intelligence, digital literacy, or platform trust as potential moderators could provide a more nuanced explanation of how digital engagement translates into long-term loyalty and sustainable marketplace growth.

5. Conclusion

This study concludes that motivation serves as a fundamental psychological driver of online consumer engagement, influencing both electronic word-of-mouth (e-WOM) and repurchase intention (RPI) through the mediating mechanism of social interaction. The findings confirm that when consumers perceive digital marketplaces as convenient, enjoyable, and socially rewarding, they are more likely to engage actively with others, disseminate product information, and exhibit repeat-purchase behavior. The results empirically support the Self-Determination Theory (Ryan & Deci, 2000), indicating that intrinsic motivation—rooted in enjoyment and competence—plays a stronger role than extrinsic rewards in shaping sustainable online behaviors.

From a theoretical perspective, this research contributes to the understanding of motivation–interaction–behavior frameworks in digital commerce. It validates the mediating role of social interaction as a relational bridge between personal motivation and community-based outcomes, such as e-WOM. The study extends prior works (Hajli, 2014) by situating consumer behavior within a collectivist cultural context, demonstrating that social belonging and emotional exchange amplify engagement beyond mere utilitarian motives. This provides a foundation for future research to examine other psychological and cultural mechanisms—such as digital trust, emotional attachment, or platform identification—that may enhance loyalty and advocacy within online ecosystems.

From a managerial standpoint, these findings carry strategic implications for e-commerce operators and community-based digital platforms. First, platform design should emphasize experiential engagement rather than mere transactional convenience. Integrating features such as user-generated content, live feedback loops, community badges, or social challenges can stimulate participation and strengthen emotional connection. Second, motivational reinforcement mechanisms—such as gamification, digital rewards, and peer recognition—can enhance users' sense of competence and belonging, thus deepening commitment. Third, community-based platforms like Pasar Online Ndoro demonstrate that combining digital accessibility with cultural authenticity can empower micro-entrepreneurs and reinforce consumer trust. By embedding ethical guidelines (e.g., halal products, transparent pricing, limited posting frequency), these communities maintain social order while fostering inclusive economic participation.



For practitioners and policymakers, this research underscores the importance of building trust-based digital ecosystems that balance autonomy, enjoyment, and social responsibility. Encouraging collaboration between local sellers, buyers, and community moderators can enhance collective welfare while supporting digital inclusion in rural markets. In the broader context of Indonesia's digital economy, such models can serve as prototypes for sustainable e-commerce ecosystems—where motivation is not only about consumption but also about connection, empowerment, and shared progress.

6. Limitations and Future Research Directions

Despite the meaningful insights this study provides, several limitations should be acknowledged, offering avenues for future research.

First, the research relied on a cross-sectional survey design, capturing consumer perceptions and behaviors at a single point in time. While the findings reveal significant relationships among motivation, social interaction, e-WOM, and repurchase intention, they do not account for the temporal dynamics of digital engagement. Future studies could adopt longitudinal designs to examine how motivation and social interaction evolve across the consumer journey, including the pre-purchase, post-purchase, and repeat-engagement phases. Such designs would allow researchers to identify causal trajectories more robustly and detect potential feedback loops in online community participation.

Second, the study sampled users from a specific digital community, Pasar Online Ngoro, consisting of 837 members, including buyers and sellers. While this community provides rich contextual insights into rural and community-based e-commerce practices, the results may not be fully generalizable to other populations, urban markets, or larger-scale platforms such as Tokopedia, Shopee, or Lazada. Future research could expand the sampling frame to multiple communities and e-commerce platforms, enabling comparative analyses across urban, semi-urban, and rural contexts, as well as across communities with different social norms, cultural practices, or economic conditions.

Third, the study focused on a limited set of constructs—motivation, social interaction, e-WOM, and repurchase intention—while excluding other potentially influential factors such as trust, satisfaction, perceived risk, or platform usability. Incorporating these constructs as mediators, moderators, or antecedents could provide a more nuanced understanding of how psychological and relational drivers jointly shape online behaviors. Additionally, demographic moderators such as age, gender, digital literacy, or income level may reveal differential effects among consumer segments, offering richer managerial insights for targeted marketing strategies.

Fourth, the research primarily employed a quantitative PLS-SEM approach, which, while robust for testing causal relationships, may overlook the emotional, symbolic, and cultural aspects of online engagement. Future studies could adopt qualitative or mixed-methods approaches, such as netnography, in-depth interviews, or digital ethnography, to explore the lived experiences, narratives, and motivations of online consumers. Such methods could capture subtle mechanisms, including peer influence, digital identity construction, and communal trust, that quantitative models may not fully detect.

Finally, given the study's context in Indonesia's collectivist culture, cultural factors may play a substantial role in shaping social interaction and e-WOM behaviors. Future research



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could conduct cross-cultural comparisons between collectivist and individualist societies to examine whether the observed motivation–interaction–behavior patterns are universal or culture-specific. Additionally, investigating how digital platform features—such as gamification, AI recommendation systems, live streaming, and social rewards—interact with cultural and motivational factors could further enhance theoretical and practical understanding.

In summary, while this study advances knowledge of the synergistic relationship between motivation and social interaction in online marketplaces, future research can build on its foundations by exploring temporal dynamics, broader populations, additional psychological and technological constructs, and cross-cultural variability. These directions will not only enrich the theoretical framework of digital consumer behavior but also provide actionable guidance for designing socially and motivationally engaging e-commerce ecosystems

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