

Research Article

The Impact of Hedonic Consumption and Impulsive Buying on Purchase Intention in E-Commerce: The Mediating Role of Cybersecurity – A Study on Kütahya Dumlupınar University Students

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Abstract

This research investigates the effects of unplanned purchase intention, hedonic consumption, and cybersecurity on purchase intention. Additionally, it evaluates how consumers' impulsive buying behaviors and hedonic consumption attitudes influence purchase intentions in an e-commerce context, under the mediating effect of cybersecurity. Structural equation modeling was employed in the research. The research sample comprises 400 individuals aged 16 and above, residing in the Kütahya city center, who shop on e-commerce platforms. The findings indicate that hedonic consumption and cybersecurity positively influence purchase intention, while unplanned purchase tendency has no effect.

Keywords: E-commerce, hedonic consumption, impulsive buying, cyber security, digital transformation

JEL Classification Codes: M10, M19, M30

E-Ticarette Hedonik Tüketim ve Plansız Satın Almanın Satın Alma Niyetine Etkisi: Siber Güvenliğin Aracılık Rolü – Kütahya Dumlupınar Üniversitesi Öğrencileri Üzerinde Bir Uygulama

Öz

Bu araştırma, plansız satın alma niyeti, hedonik tüketim ve siber güvenliğin tüketicilerin satın alma niyeti üzerindeki etkilerini araştırmaktadır. Ayrıca, tüketicilerin plansız satın alma davranışlarının ve hedonik tüketim tutumlarının e-ticaret bağlamında satın alma niyetlerini nasıl etkilediğini, siber güvenlik aracı değişkeni etkisi altında değerlendirmektedir. Araştırmada yapısal eşitlik modellemesi kullanılmıştır. Örneklem, Kütahya il merkezinde ikamet eden ve e-ticaret platformlarından alışveriş yapan 16 yaş ve üzeri 400 kişi oluşturmaktadır. Araştırma neticesinde, hedonik tüketim ve siber güvenliğin satın alma niyetini olumlu yönde etkilediği, plansız satın alma eğiliminin ise herhangi bir etkisinin olmadığı ortaya çıkmıştır.

Anahtar kelimeler: E-ticaret, hedonik tüketim, plansız satın alma, siber güvenlik, dijital dönüşüm
JEL Sınıflandırma Kodları: M10, M19, M30

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1. Introduction

The first computer, the Eniac, was used in the military during World War II. Later, Univac, the first commercially used computer, marked the tangible beginning of the digital transformation process for businesses. Digital transformation involves various components, including the use of technology, technology and innovation management, training and human resources, the development of infrastructures suitable for digital transformation (Ellström, Holtström, Berg, & Josefsson, 2022), the organization of all processes to ensure the acquisition of data and information (Yoşumaz, 2024b), uninterrupted access to all processes, and the security of data and information generated in these processes (Yoşumaz, 2024a). One of the areas where digital transformation has been extensively experienced is in the field of commerce. In this context, digital transformation in trade has been referred to as electronic commerce, commonly abbreviated as e-commerce (Mashalah, Hassini, Gunasekaran, & Bhatt (Mishra), 2022).

Electronic Data Interchange (EDI), which began in the 1960s in the U.S. transportation industry and later in the automotive industry, can be considered the beginning of e-commerce. EDI is defined as the technology that enables the transfer of digital information between businesses. The standardization of EDI dates back to 1975 (Britannica, 2020; TrueCommerce, 2024; Yunitarini, Pratikto, Santoso, & Sugiono, 2018). However, in the late 1960s, the Defense Advanced Research Projects Agency (DARPA) in the United States developed the ARPANET communications network to share digital resources between geographically separated computers (Britannica, 2020). This laid the foundation for the Internet. From 1970 to the 1990s, with the discovery of the World Wide Web (www), the Internet network consisted of 300,000 machines (Kapan & Üncel, 2020). In 1982, the Boston Computer Exchange, the first online marketplace, was established (George Washington University, 2024). In 1994, the first food was sold over the Internet. In 1995, Amazon was founded, and book sales began over the Internet. The year 1995 is accepted as the year when e-commerce as we know it today started (Akpunar, 2017). In 2000, Google Adwords was established (George Washington University, 2024), and website advertising became easier. As the personal use of computers increased, e-commerce became widespread. In 2007, with the development of the Iphone by Apple and then the Android mobile operating systems developed by Google in 2008, a new process began in the field of e-commerce. Now, e-commerce has become an intensely competitive process that can be carried out on personal smartphones, computers, and tablets, in which businesses and individual sellers can participate, and the volume of e-commerce transactions in 2023 has reached about \$5.78 trillion.

Consumers are the most important component in an e-commerce environment. Understanding the factors that influence the purchase intention of this component is important to provide a competitive advantage for e-commerce businesses. There

are many factors that influence consumers' purchase intention when shopping on e-commerce platforms. Hedonic consumption is driven by the motivation to enjoy shopping, while impulse buying is based on consumers' unplanned and sudden decisions (Anggreani & Suciarto, 2020). In addition, cybersecurity plays a critical role in e-commerce. It has been shown that consumers trust platforms that ensure the security of their personal data more, and this trust positively affects their purchase intentions (D'adamo, González-Sánchez, Medina-Salgado, & Settembre-Blundo, 2021; Gülbaşı, 2022). Cybersecurity not only ensures consumer trust in terms of the sustainability of e-commerce but also allows businesses to improve service quality by preventing data breaches (Hasan et al., 2023). In addition, psychological factors such as hedonic consumption and impulsive buying, coupled with the perception of service quality and trust, further strengthen consumers' purchase intentions (Amaral & Djuang, 2023).

Studies in the literature examine the effects of impulsive buying, hedonic consumption, and cybersecurity on the purchase intentions of consumers shopping on e-commerce platforms. These behaviors are influenced by several factors. Amaral & Djuang (2023) found that impulsive buying is influenced by price, brand, and quality factors, which in turn influence purchase intention. Gotalizadeh & Ranjbarian (2023) found that impulse buying is driven by emotional states and service quality and has a positive effect on purchase intention. According to Anggreani & Suciarto A. (2020), hedonic consumption encourages impulse buying by facilitating multiple sensory and emotional experiences. The same research (Anggreani & Suciarto A., 2020) shows that consumers' desire for pleasure while shopping encourages impulsive purchases. Apau & Koranteng (2019) found that perceptions of cybercrime negatively affect consumers' purchase intentions on e-commerce platforms, highlighting the importance of positive cybersecurity perceptions. Gülbaşı & Karahan (2023) highlighted the importance of cybersecurity measures in financial systems, which constitute the payment infrastructure of e-commerce platforms. Implementing robust payment infrastructure measures and informing consumers about this issue positively affects cybersecurity perceptions and leads to quality service perceptions (Gülbaşı, 2022). Quality service positively affects impulsive purchase intention (Amaral & Djuang, 2023).

Although there are studies in the literature that examine the relationship between impulsive purchase intention and hedonic consumption and the importance of cybersecurity separately, there is no research that combines these three variables in a single study and examines their effects on purchase intention. This study aims to fill this gap and examines the mediating role of cybersecurity in the effects of hedonic consumption and impulsive buying on purchase intention on e-commerce platforms. In this context, the hypotheses developed in the methodology section of the study were tested using structural equation modeling, a quantitative analysis technique, with the survey data collection method. The sample of the study consists of 400 university students, aged 16 and above, living in the city center of Kütahya

and shopping on e-commerce platforms, selected through convenience sampling. The results show that impulsive buying tendencies do not positively affect purchase intention when shopping on e-commerce platforms. On the contrary, hedonic consumption tendencies and cybersecurity were found to positively affect purchase intention. Furthermore, it is concluded that cybersecurity as a mediating variable does not indirectly affect the relationship between impulsive buying, hedonic consumption, and purchase intention.

2. Conceptional Framework

2.1. Purchase Intention

Purchase intention is the desire, plan, and intention of consumers to purchase a particular product or service. The ability to reveal this intention with all its focuses is important in highly competitive environments such as e-commerce. This intention is shaped by various attitudes (Dash, Kiefer, & Paul, 2021). A consumer's satisfaction with shopping on a particular e-commerce platform can lead to the development of a hedonic relationship between the consumer and the platform, potentially positively influencing the consumer's purchase intention (Liu, Lim, Li, Tan, & Cyr, 2020). Purchase intention can be influenced by factors such as social, personal, and psychological factors (Dash et al., 2021); technological factors (Wang, Shahzad, Ahmad, Abdullah, & Hassan, 2022) accuracy and reliability of information on the e-commerce platform (Leong, Loi & Woon, 2022); digital influencers (Gomes, Marques, & Dias, 2022), social media (Sadli, Hartono, & Proboyo, 2022), and cybersecurity measures (Apau & Koranteng, 2019).

The acceleration of digital transformation processes in e-commerce has heightened the importance of the relationship between purchase intention and cybersecurity. Factors such as the security of payment methods utilized in e-commerce and the protection of personal information within marketplaces significantly influence consumers' purchase intentions. Given that most consumers lack expertise in cybersecurity, the impact of cybersecurity measures in e-commerce manifests as a perception of cybersecurity. This perception, in turn, affects purchase intention (Aggarwal & Rahul, 2018).

2.2. Impulsive Buying

Impulsive buying typically occurs in response to unpredictable circumstances and is not planned in advance. It is defined as a behavior triggered by exposure to a specific stimulus that results in a sudden and intense urge to purchase (Redine, Deshpande, Jebarajakirthy, & Surachartkumtonkun, 2023). Key dimensions of impulsive behavior include the unplanned shopping experience, which develops instantaneously when activated by a stimulus (Tran, 2022), and the strong desire to buy (Redine et al., 2023). This type of buying behavior is influenced by many factors. In particular, consumers' psychological characteristics trigger impulsive

purchase intentions (Chung, Song, & Lee, 2017). Consumers' beliefs about online marketplaces, such as perceptions of attractiveness due to marketplace design (Verhagen & Van Dolen, 2011), perceptions of marketplace familiarity and cybersecurity (Moustafa, Bello, & Maurushat, 2021), and discounts that may attract consumers (Lamis, Handayani & Fitriani 2022), significantly influence impulsive buying behavior.

2.3. Hedonic Consumption

Hedonic consumption emphasizes the pursuit of sensory pleasure and emotional satisfaction derived from the product rather than focusing on the functionality of the product in the consumer experience (Alba & Williams, 2012; Alba & Williams, 2013; Balleyer & Fennis, 2022). It can be seen in a consumer's preference for a domestic product over another product with similar functionality and price, based on the pleasure associated with national emotions.

The dimensions of hedonic consumption are generally defined in the literature as sensory satisfaction (Balleyer & Fennis, 2022), experiential richness, variety, pleasant and simple shopping experiences (Liu et al., 2020), opportunities for emotional expression, social values, and cultural interaction (Alba & Williams, 2013). These dimensions may vary depending on the specific application areas of hedonic consumption. The enjoyment and ease of shopping in hedonic consumption may conflict with cybersecurity measures. For example, thanks to the 3-D Secure application during shopping on some e-commerce sites, a verification code is sent to the credit card holder's mobile phone via SMS during payment. A consumer's perception that the 3-D Secure application makes shopping more difficult may lead to a conflict between hedonic consumption and cybersecurity measures if he/she completes his/her purchase on an e-commerce site that does not use 3-D Secure.

2.4. Cyber Security

With the Industry 4.0 process, also known as the Fourth Industrial Revolution, digital transformation efforts in businesses have accelerated. The goal is to increase the efficiency of all operational processes by leveraging new information derived from the analysis of data and information (Deloitte, 2018; Ortiz, Marroquin & Cifuentes 2020). Just as physical security measures are necessary to protect valuable objects in the physical world, cybersecurity measures are essential to protect the integrity of valuable data and information in virtual environments, provide uninterrupted access to data and information, and prevent unauthorized access (Admass, Munaye & Diro, 2023). In this context, cybersecurity measures include protecting consumers' personal information, credit card information, purchase history, and any similar consumer-specific information stored on an e-commerce platform; preventing unauthorized access to this information; and ensuring uninterrupted transactions in the e-commerce process.

Cybersecurity measures in e-commerce businesses should be designed in a way that does not negatively impact the consumer shopping experience. However, the challenges in this process may vary depending on the individual perceptions of consumers. Therefore, the impact of cybersecurity measures should be evaluated in the context of how consumers perceive and accept these measures. At the same time, consumer awareness of cybersecurity is important. For example, the introduction of two-factor authentication, which encourages the use of a secure Internet for payment transactions in e-commerce businesses, is a critical step. However, the fact that this practice lengthens the shopping process should not be ignored. At this point, the importance of two-factor authentication for consumer security should be communicated accurately and effectively. This can improve the consumer experience by preventing negative perceptions that may arise during the shopping process (Aburbeian & Fernández-Veiga, 2024).

3. Methodology

This research examines the effects of impulsive buying intention, hedonic consumption, and cybersecurity on consumer behavior. Additionally, it evaluates how consumers' impulsive buying and hedonic consumption attitudes influence purchase intention in an e-commerce environment, with cybersecurity serving as a mediating variable. In this context, the following hypotheses were developed.

H₁: Impulsive buying has a positive effect on purchase intention.

H₂: Hedonic consumption has a positive effect on purchase intention.

H₃: Cybersecurity has a positive effect on purchase intention.

H₄: Cybersecurity indirectly affects the relationship between impulsive buying and purchase intention.

H₅: Cybersecurity indirectly affects the relationship between hedonic consumption and purchase intention.

Structural equation modeling, a quantitative analysis technique, was employed to test the accuracy of the hypotheses. The research population consists of individuals residing in Kütahya city, Türkiye, with a sample comprising 400 individuals aged 16 and over who shop on e-commerce platforms. Data were collected face-to-face using a questionnaire method within the scope of this sample. The questionnaire utilized a Likert-type scale (1=Strongly Disagree to 5=Strongly Agree). The questionnaire form, designed to align with the research objectives, is divided into five sections. The first section captures demographic characteristics; the second measures impulsive buying tendencies; the third assesses hedonic consumption; the fourth evaluates cybersecurity; and the fifth examines purchase intention. Data analysis was conducted using the AMOS 24 software package.

A causal-comparative research model was adopted for this research. In causal-comparative research, the process begins after a situation or event has occurred; the population forms spontaneously without the intervention of individuals or the researcher, and the sample is selected from this population (Büyüköztürk, Kılıç Çakmak, Erkan Akgün, Karadeniz & Demirel 2013). A convenience sampling method was used in sample selection. Based on the literature review, the research model depicted in Figure 1 was developed for testing.

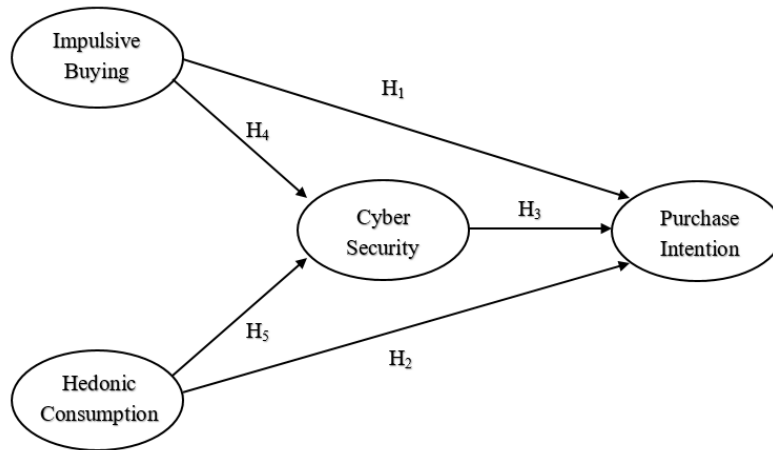


Figure 1. The Research Model

The studies from which the scales in the questionnaire were taken are given in Table 1.

Table 1. Scales and References

Scale	References
Impulsive Buying	(Weun, Jones & Beatty, 1997)
Hedonic Consumption	(Babin, Darden & Griffin, 1994)
Cyber Security	(Gündüzalp, 2021)
Purchase Intention	(Bai, Yao & Dou, 2015)

It was unanimously determined that this research is ethically appropriate, as per Decision No. 1, taken during the session of the Kütahya Dumlupınar University Social and Human Sciences Scientific Research and Publication Ethics Committee, dated 27.05.2024, and numbered 2024/05.

4. Findings and Discussions

The findings related to the demographic characteristics of the individuals participating in the research are presented in detail in Table 2.

Table 2. Demographic Characteristics of Participants

	Frequency (n)	(%) Percent
Gender		
Male	273	68.25
Female	127	31.75
Age		
16-26	139	34.75
27-37	106	26.50
38-48	83	20.75
49-59	45	11.25
60 and above	27	6.75
Education Level		
Primary Education	33	8.25
High School	127	31.75
Associate Degree	57	14.25
Undergraduate	165	41.25
Master's Degree	15	3.75
PhD	3	0,75
Monthly Income (₺)		
17.000 and below	103	25.75
17.001-25.000	144	36
25.001-40.000	74	18.5
40.001-61.000	47	11.75
61.000 and above	32	8
E-commerce transactions completed over the internet within a month		
1-3	193	48.25
4-7	123	30.75
8-11	41	10,25
12-15	33	8.25
16 and above	10	2.25

Confirmatory factor analysis, convergent validity, fit indices, and discriminant validity analyses were conducted for the scales used in the research, and these

values are presented in Tables 3, 4, and 5. The confirmatory factor analysis model is shown in Figure 2.

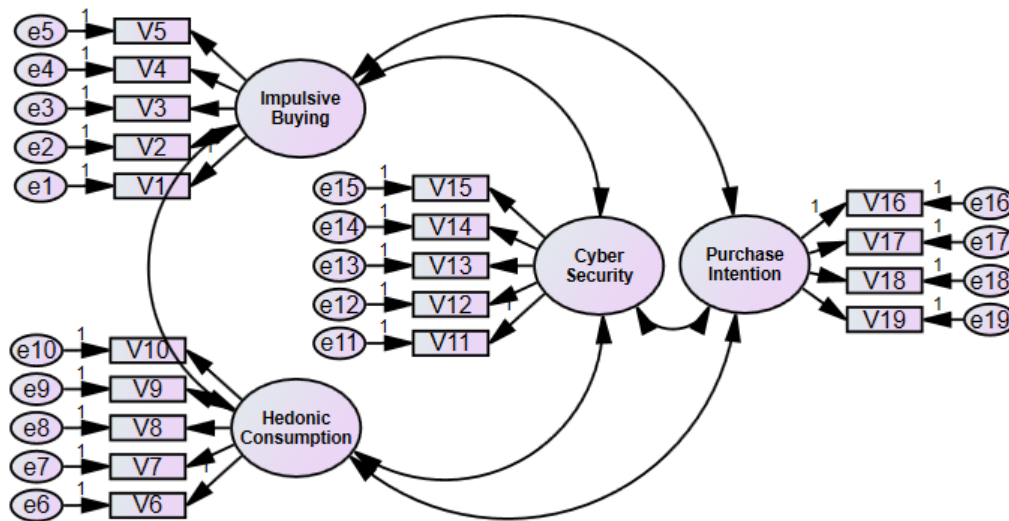


Figure 2. Confirmatory Factor Analysis Model

The findings from the confirmatory factor analysis and convergent validity are presented in Table 3.

Table 3. Confirmatory Factor Analysis

Standardized Regression Weights	Factor Loading	AVE	CR
Impulsive Buying			
I buy some products in e-commerce even though I do not intend to buy them.	,792	0.574	0.870
I am an unplanned shopper in e-commerce.	,794		
When I see products that interest me in e-commerce, I buy them without thinking about the consequences.	,799		
It is fun to shop without thinking in e-commerce.	,717		
In e-commerce, I avoid buying things that are not on my shopping list.	,677		
Hedonic Consumption			
I like e-commerce shopping not because of what I buy, but because of how it makes me feel.	,769	0.705	0.923
Browsing for shopping in e-commerce gives me a sense of escape.	,846		
Compared to other things I do in e-commerce, it is more fun to spend time shopping.	,875		

Discovering exciting new products in e-commerce is fun for me.	,825		
I go shopping in e-commerce not only to buy products, but also to have fun.	,879		
Cyber Security			
I set a memorable and easy to remember password for e-commerce sites.	,865		
I change my passwords on e-commerce sites regularly.	,890		
I do not become a member of E-commerce trade sites that I do not trust.	,825	0.641	0.897
I do e-commerce shopping transactions from my personal computer or phone.	,818		
I log out when I am done with e-commerce shopping sites.	,561		
Purchase Intention			
I would like to ask my friends for their recommendations before buying products in e-commerce.	,881		
I am ready to buy products recommended by my friends in e-commerce.	,915	0.657	0.883
After receiving product information in e-commerce, I buy the product immediately.	,771		
After receiving product information in e-commerce, I buy the product in the future.	,647		

Examining the confirmatory factor analysis results in Table 3 reveals that the factor loadings for all items in the scale are at the desired level. Convergent validity indicates that the items within the scale are highly correlated with their respective factors and exhibit a structure consistent with the factor they represent. Discriminant validity, on the other hand, asserts that the items belonging to one factor should have low correlations with other factors. Two key criteria are essential for establishing convergent validity: First, all Composite Reliability (CR) values in the scale should be greater than the Average Variance Extracted (AVE) values. AVE is calculated by dividing the sum of the squares of the loadings of the items for each factor by the number of items. This calculation is performed and assessed separately for each factor structure. To ensure discriminant validity, the Maximum Shared Variance (MSV) should be smaller than the AVE, the Average Shared Variance (ASV) should be smaller than the MSV, and the square root of the AVE should be greater than the correlations between factors (Yaşlıoğlu, 2017, p. 82).

In Table 3, the convergent validity values show the following Average Variance Extracted (AVE) values: impulsive buying intention 0.574; hedonic consumption 0.705; cybersecurity 0.641; purchase intention 0.657. The AVE values exceed 0.5

for all variables, indicating sufficient variance explained. The Composite Reliability (CR) values are as follows: Impulsive buying intention: 0.870; Hedonic consumption: 0.923; Cybersecurity: 0.897; Purchase intention: 0.883. Since all CR values surpass the acceptable threshold of 0.7, it is concluded that the scales meet the desired reliability conditions (Akbiyık & Çoşkun, 2013, p. 47). The findings related to the fit values are presented in Table 4.

Table 4. Fit Values Table

Index	Good Fit	Acceptable Fit	Model Fit Value	Fit Status	Reference
X²/df	<.3	<.3-.5	3.990	Acceptable Fit	Gürbüz, 2021
GFI	>.90	>.85	0.878	Acceptable Fit	Browne ve Cudeck, 1993
CFI	>.95	>.90	0.919	Acceptable Fit	Gürbüz, 2021
RMSEA	<.05	<.10	0.087	Acceptable Fit	Kılıç ve Koyuncu, 2017
NNFI	>.95	>.90	0.905	Acceptable Fit	Gürbüz, 2021
SRMR	<.05	<.08	0.058	Acceptable Fit	Gürbüz, 2021
CMIN(χ^2)=582.506 (p<0.05), df=146					

The findings in Table 4 include the results regarding the goodness of fit of the confirmatory factor analysis conducted within the scope of the research. These findings indicate that the model meets the fit criteria. The findings on discriminant validity are presented in Table 5.

Table 5. Discriminant Validity Values

	MSV	ASV	CS	IB	HC	PI
Cyber Security (CS)	0,637	0,356	0,654*			
Impulsive Buying (IB)	0,441	0,250	0,641	0,757*		
Hedonic Consumption (HC)	0,637	0,329	0,798	0,582**	0,840*	
Purchase Intention (PI)	0,020	0,012	0,143	0,036**	0,113**	0,810*
** The correlations between variables are significant at the 0.01 level.						
*AVE Square Root Values						

The discriminant validity values in Table 5 indicate that discriminant validity has been established, as both the Maximum Shared Variance (MSV) and Average Shared Variance (ASV) are lower than the Average Variance Extracted (AVE), and the square root of the AVE is greater than the highest correlation among the dimensions. These results confirm the reliability of the model.

After conducting the confirmatory factor analysis, structural equation modeling was used to evaluate the hypotheses outlined in the research. The outcomes are presented in Table 6.

Table 6. Structural Model Test Results for Hypotheses H₁, H₂ and H₃

Hypotheses	Dependent Variable	Independent Variable	β	S.E	C.R	P	Result
H ₁	Purchase Intention	Impulsive Buying	0.043	0.066	0.650	0.516	Reject
H ₂	Purchase Intention	Hedonic Consumption	0.111	0.053	2.069	0.039	Accept
H ₃	Purchase Intention	Cyber Security	0.207	0,081	2.553	0.011	Accept

Goodness-of-Fit Values:

H₁: $\chi^2=76.749$, (p=0.00), Df=26, $\chi^2/Df=2.952$, GFI=0.959, CFI=0.973, NNFI=962, RMSEA=0.070, SRMR=0.371 (Meets compliance criteria).

H₂: $\chi^2=85.650$, (p=0.00), Df=26, $\chi^2/Df=3.294$, GFI=0.955, CFI=0.975, NNFI=966, RMSEA=0.076, SRMR=0.387 (Meets compliance criteria).

H₃: $\chi^2=79.895$, (p=0.00), Df=26, $\chi^2/Df=3.073$, GFI=0.959, CFI=0.975, NNFI=966, RMSEA=0.072, SRMR=0.349 (Meets compliance criteria).

According to the findings in Table 6, the path coefficient between purchase intention and impulsive buying tendency is not statistically significant ($\beta=0.043$, P=0.516). This indicates that impulsive buying intention does not positively affect the purchase intention of e-commerce users, leading to the rejection of Hypothesis H₁.

The path coefficient between purchase intention and hedonic consumption is statistically significant ($\beta=0.111$, P=0.039), suggesting that hedonic consumption positively influences the purchase intention of e-commerce users. As a result, Hypothesis H₂ is accepted.

Similarly, the path coefficient between purchase intention and cybersecurity is statistically significant ($\beta=0.207$, P=0.011), indicating that cybersecurity positively

affects the purchase intention of e-commerce users. Therefore, Hypothesis H_3 is accepted.

The implicit mediation model introduced by Baron and Kenny (1986) was applied in the remaining sections of the research. For this model to be validated, each stage or path must yield statistically significant results. To assess whether a variable serves as a mediating factor, the following steps must be completed: Initially, the independent variable must significantly influence the dependent variable (path c). Next, a significant relationship between the independent and mediating variables must be observed (path a). When the independent and mediating variables are included together in the model, the effect of the mediating variable on the dependent variable must also be statistically significant. Furthermore, if the inclusion of the mediating variable causes the previously significant relationship between the independent and dependent variables to lose its significance (path c'), this is evidence of full mediation. If the relationship weakens, indicated by a reduction in the coefficient, partial mediation is suggested. If no significant change occurs and the coefficient remains unchanged, it is concluded that mediation is not present (Baron & Kenny, 1986, p. 1176; Çelik, 2022, p. 395).

After establishing the mediation effect, direct and indirect effects should be analyzed to determine the extent of the mediating variable's influence on this relationship. In this context, the indirect effect, calculated as the difference between the total and direct effects, must be assessed for significance. Mediation analyses conducted using the bootstrap method evaluate the existence of the mediating effect by examining the confidence interval (CI). If the confidence interval includes zero, it is concluded that there is no mediating effect (Yılmaz & Kaplan, 2022, p. 45). In this research, the bootstrap confidence interval method was applied to assess the significance of the indirect effect. The analyses were performed using the bootstrap technique with 5000 resamples, applying unstandardized beta coefficients and 95% confidence intervals. The test results of the structural model are presented in Tables 7 and 8.

Table 7. H_4 Hypothesis Structural Model Test Results

	Outcome Variables			
	Cyber Security		Purchase Intention	
	β	SH	β	SH
Impulsive Buying (c path)			0.043*	0.066
R^2			0.001	
Impulsive Buying (a path)	0.741*	0.064		
R^2	0.406			

Impulsive Buying (c' path)	-0.111*	0.091
Cyber Security (b path)	0.206*	0.077
R ²	0.025	
Indirect Impact	0.153* (0.039-0.291)	
* <0.001		
Goodness-of-fit values: $\chi^2=385,175$ (p=0.00), Df=74, $\chi^2/\text{Df}=5.205$, GFI=0.892, CFI=0.911, NNFI=0.891, (Meets compliance criteria).		

According to the findings in Tables 6 and 7, the total effect of impulsive buying tendency on purchase intention was found to be statistically insignificant ($\beta=0.43$; $p<0.516$). Since the independent variable does not significantly affect the dependent variable, hypothesis H₄ is rejected.

Table 8. H₅ Hypothesis Structural Model Test Results

Outcome Variables				
Cyber Security			Purchase Intention	
	β	SH	β	SH
Hedonic Consumption (c path)			0.111*	0.053
R ²			0.013	
Hedonic Consumption (a path)	0.749*	0.051		
R ²	0.634			
Hedonic Consumption (c' path)			-0.001*	0.096
Hedonic Consumption (b path)			0.147*	0.103
R ²			0.020	
Indirect Impact			0.110* (-0.077-0.320)	
* <0.001				
Goodness-of-fit values: $\chi^2=227.406$ (p=0.00), Df=74, $\chi^2/Df=3.073$, GFI=0.928, CFI=0.962, NNFI=0.953, (Meets compliance criteria).				
C path: The total effect path between hedonic consumption and purchase intention.				
C' path: The indirect effect path between hedonic consumption and purchase intention.				
A path: The path between hedonic consumption and cybersecurity.				
B path: The path between cybersecurity and purchase intention.				

According to the findings in Tables 7 and 8, the total effect of hedonic consumption on purchase intention was statistically significant ($\beta=0.111$; $p<0.039$). A positive

path coefficient, or regression coefficient, was obtained between hedonic consumption and cybersecurity ($\beta=0.749$; $p<0.001$). The indirect effect between hedonic consumption and purchase intention is 0.110, with a 95% confidence interval of -0.077 to 0.320. Since this interval includes the value 0, the indirect effect of cybersecurity is statistically insignificant. Consequently, Hypothesis H₅ is rejected.

5. Conclusion

Digital transformation efforts centered on data and knowledge, initiated by the Industry 4.0 process, continue to impact all sectors. E-commerce serves as one of the most prominent examples of this transformation. Digital platforms, supply chain processes, payment infrastructures, and other technological developments in e-commerce directly relate to digital transformation processes. Cybersecurity is one of the most critical activities businesses can undertake within the scope of digital transformation. Cybersecurity is vital for safeguarding payment infrastructures, protecting consumer data, and ensuring the uninterrupted operation of e-commerce platforms. Moreover, studies in the literature support that positive consumer perceptions regarding the cybersecurity of e-commerce platforms positively influence consumers' purchase intentions.

In this research, cybersecurity, as a component of digital transformation, is examined as a factor affecting consumers' purchase intention, alongside impulsive buying and hedonic consumption behaviors. The research evaluates both the total effects of impulsive buying, hedonic consumption, and cybersecurity on purchase intention and the indirect effects of impulsive buying and hedonic consumption on purchase intention via cybersecurity.

The findings show that both hedonic consumption and cybersecurity significantly and positively affect consumer purchase behavior, supporting hypotheses H₂ and H₃. This aligns with Anggreani & Suciarto A. (2020), who found that hedonic consumption positively influences purchase intention, and Apau & Koranteng (2019), who concluded that cybersecurity vulnerabilities negatively impact purchase intentions. However, the research finds that impulsive buying tendency does not significantly affect purchase behavior, leading to the rejection of Hypothesis H₁. This contrasts with findings from Amaral & Djuang (2023) and Golarizadeh & Ranjbarian (2023), and the discrepancy may arise from cultural differences or the geographical scope of the research. The lack of a significant effect from impulsive buying tendency may suggest that e-commerce users engage in more planned and deliberate shopping or that impulsive buying is less influential than other factors. This finding suggests that marketing strategies targeting impulsive buying behaviors may be ineffective. Additionally, studies like that of Abhishek, Sumana, Aparna, and Pallavi (2020) show that impulsive buying can lead to post-purchase regret.

Regarding Hypothesis H₄, the total effect of impulsive buying tendency on purchase intention was found to be statistically insignificant, leading to its rejection. This indicates that cybersecurity does not mediate the relationship between impulsive buying tendency and purchase intention. For Hypothesis H₅, although the total effect between hedonic consumption and purchase intention is significant, and there is a positive relationship between hedonic consumption and cybersecurity, the indirect effect of cybersecurity on this relationship is statistically insignificant, resulting in the rejection of H₅. This suggests that cybersecurity does not mediate the relationship between hedonic consumption and purchase intention. No existing studies in the literature examine the indirect effects of cybersecurity on hedonic consumption and impulsive buying.

The research results highlight the complexity of factors influencing consumer purchase behavior. Hedonic consumption underscores the significance of emotional and psychological factors in shopping behavior, suggesting that marketing strategies should focus on these elements. E-commerce platforms could benefit from promoting hedonic consumption by offering enriching and enjoyable shopping experiences to increase sales (Anggreani & Suciarto A., 2020). Additionally, the perception of cybersecurity can be leveraged to enhance hedonic consumption within the scope of digital transformation. The security of personal information positively influences consumer behavior (Apau & Koranteng, 2019).

The acceptance of Hypothesis H₃ underscores the importance of cybersecurity in digital transformation efforts in e-commerce. E-commerce businesses should prioritize strengthening cybersecurity measures to provide consumers with a secure shopping environment. Platforms emphasizing security will likely enhance consumer loyalty and expand their consumer base.

In conclusion, the findings of this research are valuable for businesses looking to develop marketing strategies that align with the digital transformation of e-commerce. The study also highlights the need for more extensive research to understand the multifaceted and dynamic nature of consumer behavior. Due to time and labor constraints, other components of digital transformation, such as the use of technology, technology and innovation management, training and human resources, and the development of digital transformation-ready infrastructures and processes that enable data and information capture, were not included. Future research that includes these elements and specifically links them to digital culture could provide valuable insights for businesses in this area. Due to constraints in time and effort, the sample for this study was selected using the convenience sampling method. As a result, the findings of this study are applicable only to the sample and cannot be generalized to the broader population.

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