

Emotional VS Functional Drivers of Online Repurchase Intention: Evidence From Malaysian Gen Z Consumers

Dr. Mohamad Isa Abd Jalil

Universiti Malaysia Sabah, Malaysia

[https://doi.org/10.35609/gcbssproceeding.2026.1\(43\)](https://doi.org/10.35609/gcbssproceeding.2026.1(43))

ABSTRACT

This study investigates the emotional and functional drivers of online repurchase intention among Malaysian Gen Z consumers. While prior research has largely focused on transactional efficiency and usefulness, emerging digital platforms increasingly rely on experiential and hedonic elements to retain young shoppers. Drawing on a hedonic–utilitarian framework, this study examines the effects of site quality, trust, perceived usefulness, information availability, and enjoyment on repurchase intention. Data were collected from 200 Malaysian consumers aged 18–30 through an online survey. Structural equation modeling using SmartPLS was employed to assess measurement reliability, construct validity, and structural relationships. The results confirm that all five constructs significantly influence repurchase intention, with enjoyment emerging as the strongest predictor. This suggests that emotional gratification and platform experience play a more decisive role than purely functional considerations in shaping repeat online purchasing behavior among young consumers. The findings extend existing online consumer behavior models by highlighting the dominance of hedonic value in emerging digital markets. For practitioners, the study emphasizes the strategic importance of designing engaging, immersive, and trust-reinforcing shopping environments to cultivate long-term loyalty. The research contributes to the growing literature on platform-driven consumption and offers contextual insight into Gen Z purchasing behavior in a rapidly evolving Southeast Asian e-commerce landscape.

JEL Codes:

Keywords: *Online repurchase intention; hedonic–utilitarian framework; consumer behavior; structural equation modeling; Gen Z; digital platforms*