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A Study on the Relationship between Heuristic, Shopping Value, Purchase Intention. Moderating Role of Psychological Power

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Abstract

Purpose – The primary objective of this study is to investigate the relationships among heuristics, shopping value, purchase intention, and the decision-making processes of e-commerce consumers. Additionally, we aim to identify distinct purchasing decision strategies based on varying levels of psychological empowerment. **Research design, data, and methodology** – This study investigates the relationships among heuristics, shopping value, purchase intention within a structured model, further examining the moderating effect of psychological empowerment on these relationships. A total of 233 valid questionnaires were collected from e-commerce users. For data analysis, this study employed confirmatory factor analysis, correlation analysis, and structural equation modeling to test the hypothesized relationships. **Results** – Our findings discovered that specific heuristic types partially influence perceived shopping value, which, in turn, significantly impacts purchase intention. Moreover, the relationships among heuristics, shopping value, and purchase intention were moderated by levels of psychological empowerment. **Conclusions** – Firms need to identify consumer purchase decision types and develop management strategies tailored to the perceived shopping value and levels of psychological empowerment experienced by consumers during the purchasing process.

Keywords: Heuristic, Shopping Value, Purchase Intention, Psychological Power

JEL Classification Code: D16, L21, M10, M30

1. Introduction^a

Although the market size of online shopping via PC has declined within the overall online market, the mobile shopping market has grown rapidly, driven by advancements in wireless communication technology and widespread adoption of smartphones.

M-commerce refers to transactions that directly or indirectly generate monetary value through the use of mobile devices and wireless communication networks. Mobile shopping which reinforces distribution service function in M-commerce, means purchasing products or

goods by accessing the wireless internet via mobile devices. The growth of the mobile shopping market has been fueled by the proliferation of mobile devices, the expansion of high-speed internet services, and improvements in shopping payment system convenience. While mobile payment systems often require the installation of various security systems, creating inconvenience, the mobile shopping does not. This convenience is a primary factor motivating consumers to engage in the mobile shopping.

Social commerce, which has grown alongside the mobile shopping boom, initially focused on selling low-priced goods. However, in recent years, curated services

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offering high-quality products at affordable prices have emerged as a major strategy (Choi & Yang, 2018). Consumers choose the mobile social commerce as they seek convenience and entertainment and also, they can access products and service at affordable prices (Ahn et al., 2012). These characteristics lead mobile social commerce users to make practical purchases or to seek enjoyment and entertainment through shopping (Park et al., 2012).

Heuristics enable mobile social commerce users to consider various factors and make decisions when purchasing products or services. It is a technique that facilitates quicker decision-making in situations where systematic or rational judgment is unnecessary, aligning with the characteristics of mobile social commerce (Khan & Ravi, 2006).

Heuristics are expected to influence shopping values in the context of mobile social commerce shopping. However, research on the variations in their psychological power remains insufficient. Therefore, this study aims to explore the relationship between heuristic types affecting the decision-making of mobile social commerce users and shopping values, as well as the differences in shopping values and purchase intentions based on psychological power.

This research examines variations in psychological power, particularly in the relationship between heuristic types and shopping values.

The findings are anticipated to provide foundational insights for social commerce companies, regarding consumer behavior and decision-making.

2. Theoretical Background

2.1 Heuristic

Heuristics enable quick and concise decision-making in situations where rational decision-making cannot be made due to lack of information and time, or in situations where rational decision-making is unnecessary (Uzma & Dhar, 2006).

Eliminating unnecessary data from large volumes of information during decision-making can streamline the process and exclude unnecessary interference, enhancing overall efficiency (Gigerenzer, 2008).

Traditional heuristic theory categorizes heuristics into typicality heuristics, availability heuristics, reference point heuristics, and adjustment heuristics (Tversky & Kahneman, 1974; Payne et al., 1988).

The availability heuristic involves making intuitive judgments based on previously accumulated experiences rather than actual phenomena or information when

estimating occurrence frequencies or judging phenomena or information (Tversky & Kahneman, 1974). This applies to situations where making choices based on prior experiences with mobile social commerce products or services.

Representativeness heuristic involves making decisions by assessing how closely a phenomenon or piece of information aligns with a standard, relying on representative characteristics within relevant contexts when making decisions on phenomena or information (Tversky & Kahneman, 1974). It relates to user behavior in selecting products or services based on surrounding information or data provided by corporations in mobile social commerce.

The adjustment heuristic involves modifying decisions based on pre-existing thoughts or information, using them as reference points in the decision-making process (Tversky & Kahneman, 1974). This applies to situations where making choices based on information provided by people around or mobile social commerce companies, particularly with limited knowledge of mobile social commerce.

The emotional heuristic suggests that emotional factors—such as atmosphere, external stimuli, and mood—have a greater influence on decision-making than rational reasoning (Payne et al., 1988). This applies to cases where products and services are chosen based on one's mood rather than objective criteria or surrounding information in the mobile social commerce.

2.2 Shopping Value

Understanding the purchase motivation and consumption propensity of consumers using mobile social commerce when selecting and purchasing products or service can be a starting point for predicting consumers' purchasing behavior (Dodds et al., 1991).

Shopping value refers to the degree to which shopping is perceived as necessary based on various emotional experiences. It represents consumers' values and beliefs regarding their shopping behavior and circumstances (Choi Yang, 2018; Bellenger & Korgaonka, 1980; Zeithaml, 1988).

The value perceived by consumers after purchase is said to be the overall evaluation of their shopping experience, encompassing factors such as price, quality, and benefits (Zeithaml, 1988).

During the shopping process, users seek pleasure in the meaning associated with products and shopping, enjoying the experience of visiting shopping sites. The significance of the shopping experience varies based on the consumption values held by each consumer.

Shopping value is generally classified into utilitarian

value, which places importance on results, and hedonic value, where consumers derive enjoyment and interest from the overall shopping experience (Babin et al., 1994).

Practical value is obtained when consumers make well-planned, efficient purchases to save time, effort, and money while also acquiring information or knowledge about the products they intend to buy (Engel et al., 1995).

Consumers who seek practical value actively research product information, aiming to explore various information and make informed purchases. Those who prioritize practical value engage in rational and logical purchasing behavior (Batra & Ahtola, 1991; Sherry, 1990).

Hedonic value refers to the perception that the emotional experiences derived from shopping are valuable, in addition to objective effectiveness of purchasing products. In other words, it emphasizes subjective, personal enjoyment and pleasure rather than utilitarian benefits (Holbrook & Hirschman, 1982).

Hedonic value is the pleasure and emotional value of shopping and encompasses fun, joy, and entertainment (Babin et al., 1994).

Shopping value can be obtained through utilitarian shopping value through planned actions such as purchasing products, but it can also be obtained through hedonic shopping value such as pleasure or fun (Park et al., 2012). Consumers pursue the hedonic value as well as utilitarian value through shopping experiences. It is more about seeking fun and entertainment than simply purchasing goods.

2.3 Psychological Power

Psychological power refers to unequal control over valuable resources within the social relationships of organizational members (Rucker, Galinsky, & Dubois; 2012).

Psychological power depends on the extent of valuable resources an individual possesses compared to others, such as authority.

Differences in psychological power depend on structural elements of a person's social environment. It is somewhat related to social class in that it can occur in society (Kraus, & Keltner, 2009)

Variations in psychological power influence decision-making.

Groups with high psychological power are more willing to take risks and tend to focus on the potential positive outcomes of their choices.

In contrast, organizations with low psychological power are more risk-averse and adopt strategies aimed at avoiding negative consequences (Anderson & Galinsky, 2006; Maner, Gailliot, Butz, & Peruche, 2007; Mourali & Nagpal, 2013)

Groups with high psychological power prioritize their own values and perceive themselves as the most important. Due to their heightened egocentric tendencies, they place greater emphasis on their own perspectives and opinions over those of others.

Groups with high psychological power tend to rely on their own judgments rather than seeking advice from others when making decisions.

Those with low psychological power are more likely to consider others' opinions and are inclined to rely on external opinions during decision-making (Rucker et al., 2012; Rucker & Galinsky, 2016)

When the groups with low psychological power make purchasing decisions, their tendency to avoid negative outcomes and seek validation leads them to rely heavily on reviews from others with similar experiences, as they perceive such information as reliable and safe.

High psychological power groups prioritize their own opinions and choices in decision-making. As a result, they are less inclined to consider reviews from those who are similar or not when making purchasing decisions.

2.4 Purchase Intention

Purchase intention is determined by attitude and subjective standards held by individuals (Fishbein & Ajzen, 1975). It refers to consumer behavior that is anticipated or planned for the future and can be defined as the extent to which attitudes and beliefs are intended to translate into actions (Engel et al., 1995). In understanding consumers' purchasing behavior, it can be seen as a link between purchase intention and purchasing behavior.

Purchase intention has been known to be a suitable variable for predicting actual purchase results, and it's considered to be relatively easy to measure. Belk (1975) defined purchase intention as a consumer's tendency to buy a product or service and suggested that emotion-based attitudes influence purchase intention, which in turn directly affects purchasing behavior. Fishbein & Ajzen (1975) described purchase intention as a consumer's specific willingness to take action in the future.

The direct determinant of behavior is regarded as the intention to perform that behavior. Measuring behavioral intention is considered an effective method for predicting an individual's actual behavior.

3. Research Design

3.1. Research Model & Hypothesis

This study identifies the relationship between heuristic

type, shopping value, and purchase intention for M-commerce users. By examining differences in psychological power levels, this study aims to identify ways to help consumers make more rational purchasing decisions while enhancing the competitiveness of social commerce companies.

<Figure 1> shows the research model

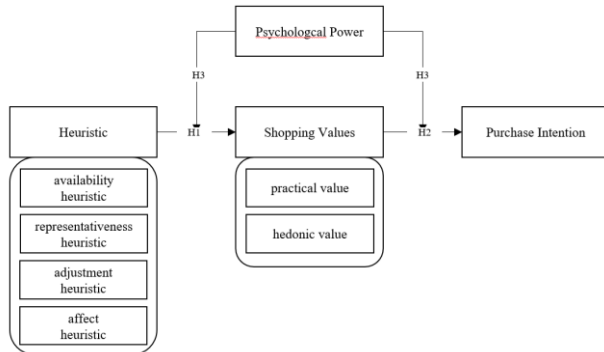


Figure 1 Research Model

Bettman et al. (1991) argued that situation-dependent decision-making model means that decision-making strategy could be modified and adapted by consumer's situations. Consumer decision-making is constrained by factors such as decision-making factors, situational context, decision-making conditions, and decision makers.

Consumers' decision-making is limited by factors related to decision-making, such as decision-making factors, situations, and decision makers. Consumers with low output ability use heuristics that adopt qualitative inference based on situation description more than consumers with high output ability.

The heuristic type is related to the shopping behavior or circumstances. Shopping value significantly influences on developing shopping value and developing products as consumers' values and beliefs shape their shopping behavior and circumstance. Shopping value, in turn, impacts purchase intention, which reflects a consumer's willingness to buy a product.

In the context of mobile social commerce, consumers are perceived to have limited knowledge about the products they evaluate. Heuristics do the work when consumers rely on external evaluation results or when they perceive an evaluation target as highly relevant to themselves (Miller et al., 1992; Winke et al., 1996).

Selective accessibility model says that when individuals are presented with an external reference point, they adopt it as a hypothesis and tend to confirm it or verify it consistently by seeking evidence to support based on the reference point (Mussweiler & Strack, 1999). So

the following a hypothesis was established.

Based on this, Hypothesis 1 was formulated, proposing that heuristics influence shopping value.

H1. Heuristic type will have a significant impact on the shopping values

H1-1 Availability heuristic will have a significant impact on the practical values

H1-2 Representativeness heuristic will have a significant impact on the practical values

H1-3 Adjustment heuristic will have a significant impact on the practical values

H1-4 Emotional heuristic will have a significant impact on the practical values

H1-5 Availability heuristic will have a significant impact on the hedonic values

H1-6 Representativeness heuristic will have a significant impact on the hedonic values

H1-7 Adjustment heuristic will have a significant impact on the hedonic values

H1-8 Emotional heuristic will have a significant impact on the hedonic values

Previous studies have shown that practical value is an important factor influencing purchase intention (Bloch & Bruce., 1984; Lee et al., 2006; Choi et al., 2014; 2013; Yang & Kim, 2018).

Previous studies have shown that hedonic value is an important factor influencing purchase (Dawson et al., 1990; Childers et al., 2003; Jung et al., 2010).

The findings indicate that consumers' shopping value has a positive effect on purchase intention, even in the context of mobile social commerce.

Accordingly, Hypothesis 2 was developed, assuming that shopping value influences purchase intention.

H2. Shopping value will have a significant impact on purchase intention.

H2-1 Practical value will have a significant impact on purchase intention.

H2-2 Hedonic value will have a significant impact on purchase intention.

Psychological power significantly affects human behavior, attitudes, and cognition, whether in a temporary or chronic state (Choi, et al., 2018).

People with high psychological power are more likely to process information egocentrically and tend to have excessive confidence in their own skills, experience, and knowledge (Sembada et al., 2016)

People with high psychological power pay less

attention to advertising information, demonstrate lower recall of advertisements, and exhibit low empathy toward others. Consequently, they tend to look down on other and give instructions and commands.

Higher psychological power is associated with lower effort in information-seeking and lower responsiveness to newly acquired information in shaping intentions and actions.

With higher psychological power, the customers tend to believe they do not need to exert significant effort in cognitively analyzing or processing the information they searched.

Customers with low psychological power tend to rely on people with greater information or power.

Based on this, Hypothesis 3 was developed, suggesting that heuristics, shopping value, and purchase intention vary according to psychological power levels.

H3. Psychological Power will moderate the relationship between heuristic, shopping sales and purchase intention.

H3-1. Depending on psychological power, there will be differences between the adjustment heuristic and utilitarian value.

H3-2. Depending on psychological power, there will be differences between the representativeness heuristic and utilitarian value.

H3-3. Depending on psychological power, there will be differences between the adjustment heuristic and utilitarian value.

H3-4. Depending on psychological power, there will be differences between the affect heuristic and utilitarian value.

H3-5. Depending on psychological power, there will be differences between the adjustment heuristic and hedonic values

H3-6. Depending on psychological power, there will be differences between the representativeness heuristic and hedonic values.

H3-7. Depending on psychological power, there will be differences between the adjustment heuristic and hedonic values.

H3-8. Depending on psychological power, there will be differences between the affect heuristic and hedonic values

3.2. Data Collection

The survey for this study was conducted from July to October 2024 among M-commerce users. A total of 300 questionnaires were distributed phone, and in-person, and a total of 233 (77.7%) of he returned questionnaires, excluding non-responses, were used for analysis.

3.3. Scale of Variable

Based on the research of Tversky & Kahneman (1974), Payne et al. (1988) and Choi & Han (2018), the heuristic types can be categorized as follows: the representativeness heuristic used to determine whether an object possesses characteristics representative of a specific category when assessing the probability of occurrence or frequency, the availability heuristic that relies on intuitive judgments formed through accumulated experience, the adjustment heuristic that confirms predicted values by setting value and adjusting in the final stage when predicting uncertain events or phenomena, and the emotion heuristic which suggests that emotional atmosphere plays a significant role in decision-making. Each heuristic type was assessed using 6 questions.

Based on research by Babin et al. (1994), Eun & Overby (2004), and Choi & Han (2018), the shopping value is defined as practical value, which reflects rational and logical purchasing decisions, and the hedonic value which represents pleasure and emotional value of shopping. Each hedonic value-seeking behavior was measured using 5 questions.

Purchase intention, which directly affects purchasing behavior, was measured with 4 questions based on the studies of Moon & Park (2007) and Choi & Han (2018).

Psychological power was measured using 6 questions based on the studies of Min & Kim (2012), Guinote, A, (2017), Fast et al. (2009).

Each question was measured on a 5-point Likert scale, modified and adapted.

Table 1 Scale of Variable

Variable		Item	Source
Heuristic Type	Availability Representativeness Adjustment Affect	24	Tversky & Kahneman (1974), Payne et al. (1988), Choi & Han(2018)
Shopping Value	Utilitarian Hedonic	10	Eun & Overby (2004), Babin et al.(1994)
Purchasing Intention		4	Moon & Pakr (2007) Choi & Han(2018)
Psychological Power		6	Min & Kim (2012), Guinote(2017), Fast et al (2009).

4. Research Methods

4.1. Analysis Method

Statistical analysis was conducted using the statistical package SPSS 24. AMOS 24.0 was used to analyze the survey data. Frequency analysis was performed to identify demographic and variable characteristics. Confirmatory factor analysis was conducted for convergent validity analysis, Cronbach's α value was calculated for internal consistency to verify reliability. Correlation analysis was performed to examine relationships between variables, and structural equation modeling was employed to test the study's hypotheses.

4.2. Demographic Character Analysis

The demographic characteristics are presented in Table 2.

Table 2: Demographic Characteristics

Demographic factors		Frequency	%
Gender	Male	143	61.4
	Female	90	38.6
Age	~20	33	14.2
	21~29	88	37.8
	30~39	15	6.4
	40~49	26	11.2
	50~59	71	30.5
	60~	0	0
Work	Self-employment	54	23.2
	Employe	71	30.5
	Public official	1	0.4
	Homemaker	7	3.0
	Student	100	42.9
Level of Education	High school	60	25.8
	College	89	38.2
	University	72	30.9
	Graduate school	10	4.3
	Doctor's	2	0.9
Income	~300	59	25.3
	301~400	35	15.0
	401~500	45	19.3
	501~600	28	12.0
	600~	66	28.3

4.3. Validity and Reliability Analysis

A confirmatory factor analysis was conducted to confirm the validity of the factors for each question, and

the results of the reliability analysis using Cronbach's α coefficient for internal consistency are shown in Table 3.

Table 3: Results of Validity & Reliability

Variable	Item	Construct Reliability	AVE	Cronbach's α
Availability Heuristic	6	.910	.718	.829
Representativeness Heuristic	6	.909	.715	.826
Adjustment Heuristic	6	.814	.595	.664
Affect Heuristic	6	.886	.660	.785
Utilitarian Value	5	.896	.743	.804
Hedonic Value	5	.914	.682	.837
Purchasing Intention	4	.945	.853	.894

4.4. Correlation Analysis

To confirm the relationship between the variables, we conducted a correlation analysis. The analysis showed that each variable has positive correlation, with coefficients ranging from 0.277 to 0.709. By comparing the coefficient of determination (the square of the correlation coefficient) with the average variance extracted (AVE), results confirm that each variable meets the criteria for discriminant validity requirements.

Table 4: Results of Correlation Analysis (n=186)

item	1	2	3	4	5	6	7
1. AvH	(.695)						
2. ReH	.484**	(.718)					
3. AdH	.637**	.396**	(.660)				
4. AfH	.323**	.605**	.356**	(.742)			
5. UV	.344**	.338**	.405**	.335**	(.749)		
6. HV	.318**	.396**	.310**	.351**	.686**	(.823)	
7. PI	.343**	.366**	.423**	.277**	.706**	.709**	(.715)
Mean	3.7715	3.1445	3.8273	2.9299	3.7972	3.5064	3.7908
S.D	.813	.901	.671	1.174	.809	1.070	.860

Note) ** p<.01, AVE marked in ().
 1. AvH: Availability Heuristic, 2. ReH: Representativeness Heuristic, 3. AdH: Adjustment Heuristic, 4. AfH: Affect Heuristic
 5. UV: Utilitarian Value, 6.: HV: Hedonic Value, 7. PI: Purchasing Intention

4.5. Hypothesis Verification Result

Similar to the measurement model, the structural path model demonstrates good overall fit with the data. Fit indices are as follows: $\chi^2 = 653.015$, $df = 283$, $\chi^2/df = 2.307$, $p = .000$, $NFI = .873$, $RFI = .854$, $IFI = .924$, $TLI = .912$, $CFI = .923$, $RMSEA = .075$. While the model exhibits acceptable fit overall, some areas show partial limitations. The path model analysis for this study is

presented in Table 5.

Table 5: Path Model Analysis

Path	Estimate	S.E	C.R	P
AvH->UV	.289	.098	2.949	.003
ReH->UV	-.097	.110	-.882	.378
AdH->UV	.486	.148	3.283	.001
AfH->UV	-.002	.061	-.038	.970
AvH->HV	.468	.136	3.450	.000
ReH->HV	-.129	.151	-.858	.391
AdH->HV	.517	.199	2.600	.009
AfH->HV	-.028	.085	-.328	.743
UV->PI	.461	.062	7.472	.000
HV->PI	.328	.041	8.056	.000

Note)
 1. AvH: Availability Heuristic, 2. ReH: Representativeness Heuristic, 3. AdH: Adjustment Heuristic, 4. AfH: Affect Heuristic, 5. UV: Utilitarian Value, 6.: HV: Hedonic Value, 7. PI: Purchasing Intention

<H1> Heuristic type will have a significant impact on the shopping values.

H_{1.1}: The availability heuristic was adopted for its significant impact on practical value adoption (t=2.949, p<.005).

H_{1.2}: The representativeness heuristic was rejected because it did not affect practical value (t=-.882, p>.05).

H_{1.3}: The Adjustment heuristic was adopted for its significant impact on practical value adoption (t=3.283, p<.005).

H_{1.4}: The affect heuristic was rejected because it did not affect practical value (t=-.038, p>.05).

H_{1.5}: The availability heuristic was adopted for its significant impact on hedonic value adoption (t=3.450, p<.001).

H_{1.6}: The representativeness heuristic was rejected because it did not affect hedonic value (t=-.858, p>.05).

H_{1.7}: The Adjustment heuristic was adopted for its significant impact on hedonic value adoption (t=2.600, p<.01).

H_{1.8}: The affect heuristic was rejected because it did not affect practical value (t=-.328, p>.05).

<H2> > Shopping value will have a significant impact on purchase intention.

H_{2.1}: The practical value was accepted because it influenced the purchase intention (t=7.472, p<.001).

H_{2.2}: The hedonic value was accepted because it influenced the purchase intention (t=8056, p<.001).

<H3> Participants were categorized into high and low psychological power groups based on a median split of their psychological power scores. To examine the moderating effect of psychological power in the

relationship among heuristic types, shopping value, and purchase intention, a model comparison was conducted ($\chi^2 = 52.219$, $p = .000$), confirming the presence of a moderating effect. It's finally adopted ($\chi^2 = 1005.300$, $df = 566$, $\chi^2/df = 1.776$).

For the high psychological power group, the practical value was influenced by the availability heuristic and the adjustment heuristic, in that order, while hedonic value was primarily influenced by the availability heuristic. Purchase intention was primarily influenced by hedonic value followed by practical value.

For individuals with low psychological power, the practical value was influenced by the representativeness heuristic and the anchoring and adjustment heuristic, in that order, while hedonic value was primarily influenced by the anchoring and adjustment heuristic, followed by the representativeness heuristic. Purchase intention was sequentially influenced by practical value and then by hedonic value.

The effects of each factor on psychological power levels are presented in Table 6.

Table 6: Path Model Analysis According to Psychological Power Level

(Low Psychological Power)

Path	Estimate	S.E	C.R	P
AvH->UV	-1.517	.440	-3.445	.000
ReH->UV	.211	.201	1.046	.296
AdH->UV	3.644	1.165	3.127	.002
AfH->UV	-.113	.133	-.851	.395
AvH->HV	-1.608	.430	-3.737	.000
ReH->HV	.432	.248	1.745	.081
AdH->HV	4.009	1.162	3.451	.000
AfH->HV	-.250	.157	-1.592	.111
UV->PI	.618	.140	4.416	.000
HV->PI	.319	.086	3.729	.000

Note)
 1. AvH: Availability Heuristic, 2. ReH: Representativeness Heuristic, 3. AdH: Adjustment Heuristic, 4. AfH: Affect Heuristic, 5. UV: Utilitarian Value, 6.: HV: Hedonic Value, 7. PI: Purchasing Intention

(High Psychological Power)

Path	Estimate	S.E	C.R	P
AvH->UV	-2.036	1.211	-1.682	.093
ReH->UV	3.108	1.444	2.153	.031
AdH->UV	1.188	.760	1.562	.118
AfH->UV	-1.710	.859	-1.990	.047
AvH->HV	-3.208	1.788	-1.794	.073
ReH->HV	4.512	2.095	2.154	.031
AdH->HV	1.798	1.125	1.598	.110

AfH->HV	-2.409	1.246	-1.933	.053
UV->PI	.185	.081	2.274	.023
HV->PI	.244	.059	4.166	.000
Note) 1. AvH: Availability Heuristic, 2. ReH: Representativeness Heuristic, 3. AdH: Adjustment Heuristic, 4. AfH: Affect Heuristic, 5. UV: Utilitarian Value, 6.: HV: Hedonic Value, 7. PI: Purchasing Intention				

5. Conclusions and Implications

Motivated by the rapid growth of the mobile shopping market, this study explores the influence of heuristic types on purchase intention by examining their role in decision-making, the mediating effect of shopping value and the moderating role of psychological power, as heuristics play a crucial role in helping consumers make rational purchase decisions in the e-commerce and social commerce.

The analysis results are as follows.

First, the study found that heuristic types, such as the availability heuristic and coordination heuristic, significantly impact practical shopping value in the context of mobile social commerce. It was confirmed that the coordination heuristic had a more significant impact on practical value than the availability heuristic. And the coordination heuristic had a greater impact on practical value than the availability heuristic. This suggests that both heuristics emphasize saving time and effort and access to detailed economical product information, particularly in mobile social commerce settings.

In the mobile social commerce, the consumers seek professional and detailed information about both the economic aspects and characteristics of products. Consequently, mobile social commerce companies must recognize this demand and develop platform.

Second, the availability heuristic and emotion heuristic were found to have a significant impact on hedonic shopping value. The emotion heuristic, availability heuristic, were found to have a more significant impact on hedonic value than the coordination heuristic. When using the mobile social commerce, the availability and emotional heuristics have a positive effect on the hedonic value that seeks fun and pleasure, which are entertainment elements. The availability heuristic is an important factor that has the greatest influence on hedonic value.

Third, the utilitarian value and hedonic value were found to mediate between availability heuristic and purchase intention, and emotion heuristic and purchase intention.

Mobile social commerce users establish their own criteria for economic effectiveness, convenience, and provision of important information, particularly based on reliability of

platform-displayed information, past usage history, and previous shopping experiences. These factors affect their purchase intention.

However, this study found that strong impression on their minds could influence the purchase intention, but not the practical value. This means that the consumers choose products or brands that leave powerful impression regardless of feasibility. This suggests that mobile social commerce companies should focus on strategies that enhance brand value by designing and developing products that are clearly memorable with consumers.

Fourth, the shopping values, such as utilitarian value and hedonic value, were found to significantly impact the purchase intention. In particular, the hedonic value appears to be more influential than utilitarian value in driving the purchase intention. This suggests that the consumers receive detailed data and affordable pricing for joyful, fun products by using the mobile social commerce, which means significant matter to them.

Fifth, it turns out that the impact on heuristics, shopping value, and purchase intention varies depending on psychological power.

In the groups with low psychological power, the availability heuristic and coordination heuristic influenced utilitarian value and hedonic value, while the shopping value influenced purchase intention. In the groups with high psychological power, the representativeness heuristic and affect heuristic influenced utilitarian value, and only the affect heuristic affected hedonic value.

This means that low psychological power groups which tend to rely on advice and information can be influenced by setting and adjusting the standards on the products and goods which easily recognizable to their minds.

Groups with high psychological power with high possibility of self-centered decision-making and higher confidence in their own experience, knowledge, and skills, influenced their shopping decisions based on their perceptions and past experiences on specific products.

Companies where sell products and services via e-commerce need to understand consumers' purchasing patterns and develop marketing and business strategies accordingly.

From an academic perspective, this study examines the impact of purchasing decisions through consumers who use e-commerce and also, empirically analyzes relationship between heuristics, shopping value, and purchase intention.

Additionally, it empirically analyzes the relationship between heuristics, shopping value, and purchase intention in the context of varying psychological power levels.

From a practical perspective, the companies where sell

and distribute products and services through e-commerce need to formulate marketing and management strategies to recognize consumers' heuristic types, as the heuristics and shopping value partially influence, and shopping value affects purchase intention. And they need to refine their business tactics.

Moreover, they need to understand the characteristics of consumers and establish purchase promotion strategy, considering the differences in the psychological power.

However, there are the following research limitations.

First, this study did not incorporate various potential factors affecting heuristics and purchase intention. There are multiple factors that determine the consumer's purchase decision, and they're necessarily reduced to the heuristic. Therefore, it's required to analyze various factors and situational contexts in future studies.

Second, the psychological power groups were divided into only two groups: high and low. Neutral levels of psychological power may also exist. Therefore, it is necessary to take nuanced classification, analyze the results, discover purchase decision types, and establish purchasing strategies and product & service sales strategies.

Third, it was challenging to scale the psychological power with survey data from the questionnaire. The research needs to be detailed and precise by incorporating interviews or group experiments in future studies.

Fourth, this study failed to organize respondents of various types who use e-commerce. Future research should validate the findings based on various segments.

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