

The Relationship between Product Browsing on Instagram and Shopping Motivation, and its Effects on Purchase Intention, Word-of-mouth Intention and Impulse Buying

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Abstrak: In business, every marketer wants consumers to know about information of the its product. Before existence of internet, to get information consumers could look for it through newspaper, magazine, television or radio. Unlike today, consumers who want to get information can easily accessing the internet through smartphone, tablets or personal computers. As for development of social media, which has continued to grow in the past ten years has become channel or pathway to market and inform the products. One of the social media that used to inform the product and brand is Instagram. The purpose of this research is to determine how utilitarian and hedonic motivation influence purchase intention, word-of-mouth intention and impulse buying, and how social media information browsing influence on utilitarian and hedonic motivation. Based on the result, attitude of browsing beauty products has a positive effect on shopping motivation such as utilitarian and hedonic, utilitarian motivation has a positive effect on purchase intention, but does not have a positive effect on word-of-mouth intention and impulse buying. Conversely, hedonic motivation has a positive effect on purchase intention, word-of-mouth intention and impulse buying.

Type manuskrip: Research Article

Research purposes: To determine how utilitarian and hedonic motivation influence purchase intention, word-of-mouth intention and impulse buying, and how social media information browsing influence on utilitarian and hedonic motivation

Design/methodology/approach: An online survey has benn conducted to 241 Instagram social media user. The model has been tested using structural equation model technique.

Research Finding: Based on the results, it is known that attitude toward social media information browsing have a significant positive affect to utilitarian and hedonic motivation. Also, hedonic motivation has a significant positive effect purchase intention, word-of-mouth intention and impulse buying. Unlike hedonic motivation, utilitarian motive only has a significant positive effect to purchase intention

Keywords: Impulse buying; Information Browsing; Instagram Search; Hedonic motivation; Product browsing; Purchase intention; Utilitarian motivation; Word of Mouth Intention

1 INTRODUCTION

Along with the development of the world, many things have changed. This is also included in the business world. In doing business, every marketer wants consumers to know about the information of the product and brand that will be marketed. Before the existence of the internet, to get an information consumer could find it through newspapers, magazines, television or radio. Unlike today, consumers who

want to get information can easily find it by accessing the internet through smartphones, tablets and personal computers. Availability of the internet make consumers easily find whatever information at any time they want. With the internet, a lot of social media has emerged. Social media can be a means to disseminate information about the product and brand. According to research conducted by We Are Social in

Digital in 2018 in Southeast Asia, users of social media have now reached 3,196 billion worldwide. In Indonesia, there are 120 million active users of social media and the average person Indonesia spent 3 hours 23 minutes per day for access to social media. Looking at the research, social media does not only disseminate information in one area but also can disseminate information globally.

One of the social media that used by marketers to disseminate product information and brands is Instagram. Instagram is a photo and video sharing social media platform developed in 2010. Instagram is the fourth most active social media platform in Indonesia and social media with the seventh largest number of users in the world. Instagram has various features that support marketers to make Instagram as a means of disseminating information such as tap to view products and Instagram business accounts.

DEI Worldwide (2008) in its study mentions that consumers depend on social media as they depend on company websites to see product and brand information. Seven out of ten (70%) consumers visit social media to find information and 49% of them make purchasing decisions based on the information consumers get. Currently there are many marketers who use social media to disseminate information on their products. However, many have not implemented a strategy or plan when using social media so that they do not get any benefits (Fournier et al in Mikalef, Giannakos, and Pateli, 2013)

Previous studies discussed the motivation of product browsing (Mikalef et al, 2013). The study discusses shopping motivation to do product browsing that will affect purchase intention and word-of-mouth intention. This shopping motivation is a reason that inspires people to spend (Arnold and Reynold, 2003). In general, shopping motivation is classified into two, namely utilitarian and hedonic motivation. Consumers with utilitarian motivation will concentrate on goals and depend on efficiency. While consumers with hedonic motivation will focus on emotional search during the shopping process. The importance of utilitarian and hedonic motivation has been widely recognized in extant literatures (Childers et al 2001; To, Liao and Lin, 2007).

Researcher sees now that there is an ease in accessing Instagram social media. With suspicion and from the study of Mikalef et al (2013) the researcher conducted a question about the motivation to shop for product searches on social media (Instagram) to 20 people. From the answers to these questions, it was found that most of them did not have the shopping

motivation either utilitarian or hedonic when browsing products. Most of the answers found by researchers are to spend time and habits that are done daily. Spending time is indeed a motivation that encourages consumers to do product sales but that motivation is not a specific motivation such as shopping motivation. Thus, researchers feel the need to conduct research that does not depart from motivation, but from product search which will then be seen shopping motivation and its influence seen through purchase intention, word-of-mouth intention, and impulse buying. Based on the description on the induction part, the purpose of this research was to determine how utilitarian and hedonic motivation influence purchase intention, word-of-mouth intention and impulse buying, and how attitude toward social media information browsing influence on utilitarian and hedonic motivation

2 LITERATURE REVIEW

Previous studies have discussed shopping motivation and social media product browsing and its effect to purchase intention and word-of-mouth intention in all of social media (general), whereas this study about attitude toward product browsing and shopping motivation that effect to purchase intention, word-of-mouth intention and impulse buying on specific social media (Instagram).

Social Media Information Browsing

a. Utilitarian Motivation

Characteristics of utilitarian values are applied to customers who are critical, rational, effective, efficient and results oriented (Kim et al., 2008) Consumers who focus on utilitarian values will start from the mission or task prescriptions and the benefits received depend on the completion of the mission, or the mission is efficiently completed through a certain process (Gupta and Haris, 2010). A study shows that utilitarian consumers will be more motivated to shop online when the sites visited are informative, comfortable and efficient. (Kim et al., 2008)

The study before finding that good information quality and quantity can influence the usability perspective of online sites, and can help consumers make decisions to conduct transactions efficiently. Chen and Tan (2004) found that a lot of information has a positive influence on usability perspectives. Similarly, Shiau and Yeh (2012) who need a lot of information positively influence the perceived utilitarian value. Thus, in this study the hypothesis is proposed:

H1: Attitudes towards social media information browsing through social media (Instagram) have a positive effect on users' utilitarian motivation.

b. Hedonic Motivation

Hedonic values refer to pleasant shopping experiences as experienced by consumers (Kim et al., 2008). If viewed further, hedonic values can explain consumer behavior when looking for happiness, fantasy, awakening, and pleasure (Gupta and Haris, 2010). Hedonic consumers like shopping because they enjoy the shopping process. The ease of search on the internet has brought easy access to information anywhere and anytime to facilitate the search for information. The information available on the online site itself provides complete and clear information. Such as the availability of text and images that increase consumer enjoyment and reduce uncertainty that is felt when the search process (Shiau and Yeh, 2012) So that consumers will be more interested and enjoy the shopping experience. Hedonic values focus on emotional responses, including pleasure and pleasure. While Oh et al (2009) found that a lot of information has a positive effect on consumers' pleasure. Shiau and Yeh (2012) also found that a large amount of information will affect hedonic values. Thus, in this study the hypothesis is proposed:

H2: Attitudes towards social media information browsing through social media (Instagram) have a positive effect on the user's hedonic motivation

Utilitarian Motivation

a. Purchase Intention

Practicality is the advantage expected by consumers with utilitarian motivation when buying products from online platforms. In contrast to offline stores that have a time schedule, as long as they have an internet connection, online-based stores will always be present wherever and wherever (Hofacker, 2001; Rohm et al., 2004). Good product information will benefit the purchase intention of shopping because it will make consumers who previously doubt become convinced of their decisions (To et al., 2007). Thus, in this study the hypothesis is proposed:

H3: Utilitarian motivation through social media (Instagram) positively influences the user's intention to buy beauty products.

b. Word-of-Mouth Intention

Ryu, Hang, and Jang (2010) confirms that utilitarian and hedonic values among consumers positively influence the interest in behaving like repurchasing behavior in the future as well as saying positive things to others. Research from Chang and Fang (2012) also shows that there is a significant influence on word-of-mouth. Likewise, Paridon (2005) notes that positive utilitarian and hedonic experiences will contribute to one's willingness to engage in word-of-mouth. Thus, in this study the hypothesis is proposed:

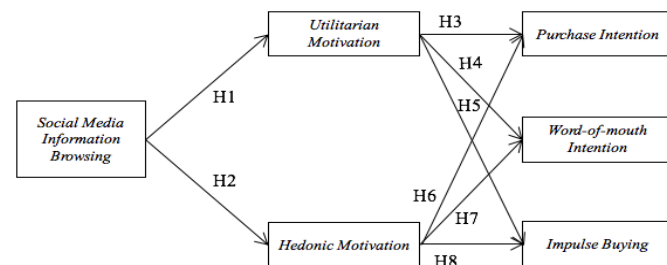
H4: Utilitarian motivation through social media (Instagram) has a positive effect on the user's intention to share information on beauty products.

c. Impulse Buying

Impulse buying can occur due to the utilitarian motivation of

someone in shopping (Namho et al, 2017) This utilitarian motivation is related to functional values such as cost saving, convenience and practicality (Mikalef et al., 2012; Babin et al., 1994). The more consumers consider functional values that exist on online shopping sites, the greater the desire to make impulse purchases within the online shopping environment. (Ha and Jang, 2010) Thus, in this study the hypothesis is proposed:

H5: Utilitarian motivation through social media (Instagram) has a positive effect on impulse purchases of beauty products.



Hedonic Motivation

a. Purchase Intention

In consumers who buy goods with hedonic motivation, consumers buy so that consumers can shop, not shop so consumers can buy (Langrehr, 1991). Consumers who think that shopping is a pleasant experience tends to have a positive mood so that it can increase purchases (Gutierrez., 2004). For consumers, the need to buy is more important than the need for the product (Rook, 1987). The motivation for greater hedonic spending will be related to increased consumer purchases. . Thus, in this study the hypothesis is proposed:

H6: Hedonic motivation through social media (Instagram) has a positive effect on the user's intention to buy beauty products.

b. Word-of-Mouth Intention

Ryu, Hang and Jang (2010) confirms that utilitarian and hedonic values among consumers positively influence the interest in behaving like repurchasing behavior in the future as well as saying positive things to others. Research from Chang and Fang (2012) also shows that there is a significant influence on word-of-mouth. Likewise, Paridon (2005) notes that positive utilitarian and hedonic experiences will contribute to one's willingness to engage in word-of-mouth. Thus, in this study the hypothesis is proposed:

H7: Hedonic motivation through social media (Instagram) has a positive effect on users' intentions to share information on beauty products.

c. Impulse Buying

Literature from Piron, 1991; Rook, 1987; Hausaman, 2000) supports that impulse buying satisfies many hedonic desires. Then Ramanathan and Menon (2006) confirmed that the reason behind impulse buying is hedonic gratification.

Herabadi et al (2009) found a significant relationship between hedonic motivation and impulse buying. Thus, in this study the hypothesis is proposed:

H8: Hedonic motivation through social media (Instagram) has a positive effect on impulse buying of beauty products.

3 RESEARCH METHOD

This research used a quantitative approach by distributing online-based questionnaires. The population in this research are the entire people who own and use Instagram, ever browsing beauty product and buy beauty product on Instagram. Whereas the sample in this research are several owners and users of Instagram who ever browsing beauty product and buy beauty product on Instagram. Furthermore, the data is processed by using structural equation models (SEM). The result of processing the model will indicate the relationship between attitude toward product browsing, shopping motivation, purchase intention, word-of-mouth intention and impulse buying.

Figure 1. Research Model

The variabel indicators in this research are obtained from various literature. The rating scale used in this research are Likert scale. Likert scale that used in this research using number from 1 until 6. Each number expressed what people disagree or agree with the statement (question in the questionnaire). Number 1 is expressed as the 'strongly disagree' statements and number 6 is expressed as 'strongly agree' statements.

The researchers used 241 respondent that collected by online questionnaire. From the results, the researcher has tested the validity and reliability contained in the questionnaire question. In testing validity, researchers used some parameters like Kaiser Mayer Olkin (KMO) and component matrix. For the KMO and component matrix, its value must be greater than 0.5. For reliability testing, researchers used some parameters like Cronbach's alpha with minimum value requirement of 0.7 (Malhotra, 2010).

Based on the result, for validity test PB2 have matrix's value below 0.5. But, PB2 not removed because considered not presenting the whole sample. Then, in the reliability test, the whole variable have fulfilled the existing parameter requirements for Cronbach's Alpha. After all of variabel valid and reliable then researcher proceed to the next step, i.e., processing the data using the SEM method.

4 RESULT AND DESCUSSION

The research used the SEM method using Lisrel 8.51 software to validate the measurement model and test the existing hypotheses by using path analysis. In validity test through CFA, parameter that used is standardized loading factor (SFL) value that cut off value is greater than 0.4 (Ertz, 2016). Researchers has also test reliability by the composite

reliability (CR) value and the average variance extracted (AVE) value. Indicators are said to be reliable if the value of $CR \geq 0.7$ and $AVE \geq 0.50$ (Malhotra, 2010). But Fornell and Lacker (1981) said that it is acceptable for $VE < 0.5$ if $CR > 0.70$. Therefore in this research, all indicator are declared as valid and reliable. Researchers also tested for compliance with the fit model test (using Goodness of Fit) and generally have a good value.

Next, researchers conducted a structural model test on Lisrel to test the hypotheses and to observe the significant effect between 6 variables in the research model. From the output, it has been found that 6 out of 8 hypotheses tested has a positive affect while 2 hypotheses do not have a positive affect. The results show that utilitarian motivation has a positive effect only on purchase intention, while hedonic motivation has a positive effect on purchase intention, word-of-mouth intention and impulse buying. Also attitude from social media information browsing has a positive effect on shopping motivation such as utilitarian and hedonic

In this research, utilitarian motivation does not have a positive effect on word-of-mouth intention and impulse buying. This can happen to word-of-mouth intention because utilitarian motivation only satisfies the user (him or herself) and is not strong enough to share with others. While on impulse buying, unplanned purchases are inversely proportional to utilitarian motivation because utilitarian motivation is ratio motivation so that the higher the utilitarian motivation for eating, the lower the impulse buying. Consumers with utilitarian motivation even though they feel that searching for products has benefits, but if the beauty products that are traced are not needed, consumers will only extract information without having the intention to impulse purchases.

5 CONCLUSION

From these results it can be concluded that respondents who conduct attitude to social media information browsing for beauty products have a positive effect on shopping motivation such as utilitarian and hedonic, utilitarian motivation has a positive effect on purchase intention, but does not have a positive effect on word-of-mouth intention and impulse buying. Conversely, hedonic motivation has a positive effect on purchase intention, word-of-mouth intention and impulse buying.

IMPLICATION MANAGERIAL

Based on the results of this study, the researcher can give advice to companies where the company here is a beauty product company, as follows:

1. It is known that utilitarian motivation and hedonic motivation are two motivations that are affected after doing beauty products on Instagram. Furthermore, seeing the potential of Instagram users that continue to increase every year in Indonesia, researchers suggest beauty product companies that do not have an Instagram business account. make it and make the Instagram account become one of the marketing tools.

2. For hedonic motivation, researchers suggest beauty product companies to take advantage of this by:
 - a. In collaboration with beauty influencer. Beauty influencer with its content in the form of videos can foster positive emotions for consumers.
 - b. Have a game where there is interaction between consumers.
 - c. Have a brand ambassador where the brand ambassador has a good or credible image. So, consumers when they see the brand ambassador will have positive emotions (can occur when consumers like or idolize the brand ambassador).

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