THE INFLUENCE OF HEDONIC SHOPPING MOTIVATION ON IMPULSIVE BUYING BEHAVIOR ON INSTAGRAM (A CASE STUDY OF MALIKUSSALEH UNIVERSITY FEMALE STUDENTS)

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ABSTRACT
Instagram, a popular social media platform, is widely used by Indonesian consumers for online shopping as many online stores sell and promote their products on Instagram despite the absence of a payment method to ensure consumer safety. Online shopping on Instagram is experiencing increasing sales every year, according to a survey, which also reveals that Indonesian consumers on Instagram often buy unexpected products. This study examines the impact of hedonic Shopping motivation on impulsive buying on Instagram among female students at Malikussaleh University. The dimensions of hedonic shopping motivation are formulated based on the pre-survey results of consumer reasons for impulsive buying, identified from previous research. These dimensions include value shopping, adventure shopping, idea shopping, social shopping, role shopping, and relaxation shopping. This study employs primary data. The sampling technique employed is purposive sampling, with a total of 100 respondents. Data analysis utilizes the multiple linear regression analysis method with the help of SPSS version 27 software. The study results indicate that adventure shopping and relaxation shopping positively and significantly affects impulsive buying by Malikussaleh University students on Instagram. Meanwhile, value shopping, ideas shopping, social shopping, and role shopping do not significantly influence impulsive buying by Malikussaleh University students on Instagram.

Keywords: Impulsive Buying, Hedonic Shopping Motivation, Instagram.

Doi:

INTRODUCTION

Instagram is the most widely used social media platform in Indonesia, boasting 92.1 million users (We Are Social, 2023). Of these users, 53% are female, and 47% are male. In terms of age distribution, 37.8% of Instagram users fall into the 18-24 age group, 29.7% are aged 25-34, followed by 12.2% in the 13-17 age group, and 12.6% in the 35-44 age group (databoks.katadata.co.id, 2023). The current generation tends to prefer visual content over text, and Instagram has positioned itself as a powerful communication and marketing tool, particularly for showcasing products through images. Consequently, Instagram has excelled as an effective communication and marketing tool for presenting products with visual descriptions. The platform is widely used for business activities, evident in the multitude of online stores that sell and market their products on Instagram.

Figure 1

Social Commerce Puchases (2019-2025)
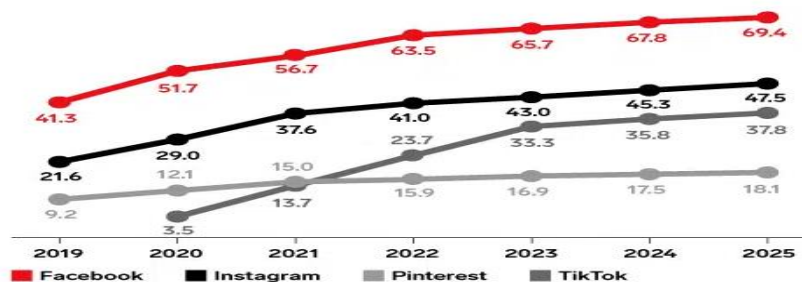
Instagram differs from other online shopping websites or apps as it does not have its own payment method. Companies can easily set up their accounts to sell products and then redirect consumers to their own websites for payment processing. This lack of an integrated payment system may raise security concerns for consumers when making online purchases. As depicted in the figure above, online shopping on Instagram continues to experience annual growth. Despite the potential issues and data indicating a gap, the absence of a dedicated payment system doesn't seem to deter consumers, who should, theoretically, exercise caution. This trend is noteworthy considering the availability of various online shopping apps that prioritize consumer safety during transactions. Despite these factors, Instagram purchases continue to rise, contrary to the expectation that the absence of a secure payment system might lead to a stagnation or decline in Instagram-based transactions.

Based on survey results, it was found that consumers on Instagram often make purchases of products they did not plan or desire beforehand. Such a phenomenon is commonly referred to as impulse buying. Impulse buying is a purchase that arises when a consumer encounters a product that prompts an immediate desire to own it and acquire it quickly. In the behavior of impulsive buying, consumers experience a strong urge to make a purchase promptly. Impulse buying is a highly complex phenomenon that stimulates emotional conflict, and such purchases tend to be made without thorough consideration of consequences (Utami, 2018). Factors intrinsic to impulsive buying include the pleasure and enjoyment derived from shopping, commonly known as hedonic shopping motivation.

Hedonic shopping motivation is the consumer's drive to shop for the sheer pleasure it brings, irrespective of the practical benefits of the purchased products. Individuals engage in shopping because they find joy in it, considering it an appealing activity (Utami, 2018). Every individual requires incentives and desires to fulfill their needs, making motivation a key factor in driving actions. The survey results conducted on female students at Malikussaleh University indicate a correlation with the impulsive buying motivator, namely hedonic shopping motivation, as proposed by Arnold and Reynolds (2003). This motivation comprises value shopping, adventure shopping, idea shopping, social shopping, role shopping, and relaxation shopping. Erdem & Yilmaz (2021) conducted a similar study on the impact of hedonic shopping motivation dimensions on impulsive buying among female consumers in Turkey. This research contributes to developing the perspective on hedonic shopping dimensions across different regions and respondent characteristics. Understanding these dimensions is crucial for comprehending consumer characteristics and attracting them to make purchases, thereby boosting sales. Previous research conducted by Nuryani and Martini (2020) concluded that hedonic shopping motivation influences impulsive buying behavior. Additionally, research by Mustika et al., (2022) also concluded that the hedonic shopping motivation variable has a positive and significant influence on impulsive buying behavior.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT
Impulse Buying

Impulse buying is a purchase that occurs when a consumer encounters a product that generates an immediate desire to own it and a wish to acquire it promptly. In the behavior of impulsive buying, consumers experience a strong urge to make a purchase immediately. Impulse buying is a

highly complex phenomenon that stimulates emotional conflicts, and purchases tend to be made without careful consideration of consequences (Utami, 2018). According to Mowen and Minor (2002) as cited in Rozaini and Ginting (2019), impulse purchase is an act of buying that was not consciously recognized as a result of prior consideration or intention formed before entering the store. Meanwhile, according to Imbayani and Novarini (2018) as cited in Widiyawati et al., (2023), impulsive buying is a spontaneity in making purchase decisions where consumers do not consider the functions and uses of the purchased product or the benefits inherent in the product.

Hedonic Shopping Motivation

Arnold & Reynolds (2003) define hedonic shopping motivation as the drive to shop in order to fulfill psychosocial needs. It arises from a heartfelt desire to experience joy while shopping, engage in social interactions with other consumers, discover and follow the latest trends, and gain personal and social experiences rather than merely pursuing a product. Hedonic shopping motivation is the consumer's drive to shop for the pleasure it brings, irrespective of the utilitarian benefits of the purchased products. People engage in shopping because they find pleasure in it and consider it an attractive activity (Utami, 2018).

Hedonic Shopping Motivation Dimensions

The dimensions of hedonic shopping motivation can encompass various factors that reveal an individual's inclination to make purchases with hedonic motivation. According to Arnold & Reynolds (2003), the dimensions of hedonic shopping motivation are as follows:
Value Shopping : value shopping refers to shopping to find discounts and hunt for inexpensive items.
Adventure Shopping : adventure shopping refers to shopping for stimulation, adventure, and the sensation of being in another world, such as enjoying exploration through window shopping.
Idea Shopping : idea shopping refers to shopping to follow trends, new fashion, and to discover new products and innovations.
Social Shopping : social shopping refers to the pleasure of shopping with friends and family, socializing during shopping, and building connections with others while shopping
Role Shopping : role shopping refers to the pleasure derived from shopping for others, the influence of this activity on the shopper's emotions and mood, and the intrinsic joy experienced through the act of shopping.
Relaxation Shopping : relaxation shopping refers to shopping to alleviate stress, to improve a negative mood, and as a special treat for oneself.

Value Shopping And Its Impact On Impulsive Buying Behavior

Value shopping encompass the perspective that shopping is an activity involving bargaining for prices or seeking discounts and promotions (Nguyen et al., 2007). Consumers utilizing the value shopping motive perceive shopping as a competition or challenge to find items at lower prices. Bargaining for cheaper goods is more aimed at achieving emotional satisfaction rather than economic gain. Research conducted by Nugroho (2018) indicated a significant positive impact of value shopping on impulsive buying. This is attributed to the influence of cheap product offers, promotions, and discounts, which strongly motivate respondents to make purchases due to the perceived cost savings. These enticing offers are challenging to resist or ignore. Consequently, the following hypothesis is formulated:
H_1: Value shopping influence impulsive buying behavior on Instagram (a case study of female students at Malikussaleh University.

Adventure Shopping and its Impact on Impulsive Buying Behavior

Adventure shopping occurs when consumers shop for stimulation, adventure, and the feeling of being in their own world (Kusuma et al., 2013). According to Ozen and Engizek (2013), as cited in

Nugroho (2018), research on impulsive buying indicates that online buyers tend to engage in impulsive purchases more than traditional buyers due to distinctive features of online transactions. (Cinjarevic et al., 2011) study reveals that adventure shopping influences impulsive buying behavior. This is attributed to the curiosity that often leads respondents to explore more about the encountered products, eventually leading them to the store's account. Unconsciously, this often influences respondents to make unplanned purchases. Thus, the following hypothesis is formulated:

H_2: Adventure shopping influences impulsive buying behavior on Instagram (a case study of female students at Malikussaleh University).

Idea Shopping and its Impact on Impulsive Buying Behavior

Idea shopping involves buyers shopping to follow the latest fashion trends and discover new innovative products (Arnold & Reynolds, 2003). Idea shopping refers to shopping activities undertaken to meet human needs for information and knowledge while simultaneously deriving joy and pleasure from the experience of exploring new things. Based on research conducted by Wahyuni & Rachmawati (2018), the findings indicate that idea shopping significantly influences impulsive buying. This is because online media is quicker to update information about the latest fashion and trends. These reasons often prompt respondents to engage in impulsive buying, driven by the desire to stand out from the crowd. Thus, the following hypothesis is formulated:

H_3: Idea shopping influences impulsive buying behavior on Instagram (a case study of female students at Malikussaleh University).

Social Shopping and its Impact on Impulsive Buying Behavior

According to Arnold & Reynolds (2003), social shopping involves shopping activities carried out with others, either with friends or family, to interact with them while visiting shopping places. Consistent with the research conducted by Arij (2021), the findings indicate that social shopping significantly influences impulsive buying. This is because the opinions of others often serve as considerations and references for respondents in making purchases. Interaction with others, whether friends or family, during shopping builds trust that the product is good, suitable, and fitting for the respondent. Additionally, respondents can easily share information and shopping experiences with those who have similar interests online. Others' opinions indirectly stimulate impulsive buying (Ozen & Engizek, 2014). Thus, the following hypothesis is formulated:

H_4: Social shopping influences impulsive buying behavior on Instagram (a case study of female students at Malikussaleh University).

Role Shopping and its Impact on Impulsive Buying Behavior

Role shopping reflects the pleasure obtained by shoppers from shopping for others, influencing the shoppers' feelings, moods, and the intrinsic joy felt when finding the perfect gift for family, friends, and others with whom they have a relationship (Arnold & Reynolds, 2003). Based on research conducted by Maley et al., (2020), role shopping has a significant impact on impulsive buying. Thus, the following hypothesis is formulated:

H_5: Role shopping influences impulsive buying behavior on Instagram (a case study of female students at Malikussaleh University).

Relaxation Shopping and its Impact on Impulsive Buying Behavior

Relaxation shopping is a dimension where shopping is considered a means to transform negative moods into positive ones because shopping is viewed as a way to relax (Ozen and Engizek, 2013), as cited in (Nugroho, 2018). Consumers with this motivation engage in shopping activities to find joy, and pleasure and enjoy the shopping experience to feel that time passes quickly. This allows them to escape from stress and reduce anxiety, viewing shopping not only as a means of acquiring desired goods and services but also as a way to enhance their well-being. Based on research conducted by Nugroho (2018), it is stated that the relaxation shopping variable significantly influences impulsive

buying. Similarly, the results of research conducted by Arij (2021) indicate that relaxation shopping significantly influences impulsive buying. Thus, the following hypothesis is formulated:

H_6: Relaxation shopping influences impulsive buying behavior on Instagram (a case study of female students at Malikussaleh University).

Figure 2
Research Model
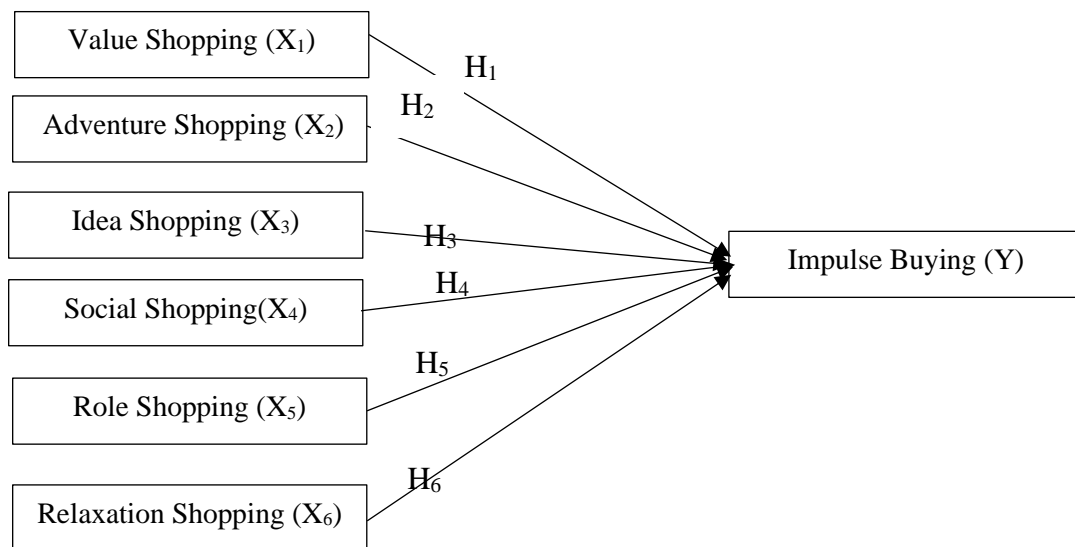
RESEARCH METHODS

This research methodology is designed to examine the Influence of Hedonic Shopping Motivation on Impulsive Buying Behavior on Instagram (Case Study of Female Students at Malikussaleh University). The population for this study comprises all female students at Malikussaleh University who actively use Instagram and make purchases from the platform, with an exact number that is not definitively known. The sampling technique employed is a non-probability sampling method, specifically using purposive sampling, a technique for selecting samples based on certain considerations. Based on calculations using the Lemeshow formula, the sample size obtained is 96 respondents, which is then rounded up to 100 respondents. The data used in this study are primary data obtained through surveys and questionnaires. The research utilizes the method of multiple linear regression analysis.

RESULTS AND DISCUSSION

Validity Test and Reliability Test

A validity test is used to measure the reliability or validity of a questionnaire. According to Ghozali (2018), a questionnaire is considered valid if the questions or statements in the questionnaire can express something that the questionnaire intends to measure. The testing criteria are if the calculated value (r- value) is greater than the table value (r-table), then it can be concluded that the data in the study is valid. Conversely, if the calculated value (r- value) is smaller than r-table, then the question is not valid. With a degree of freedom (df) = 30-2, the value is 28, and at alpha = 0.05, the table value (r-table) is 0.361. The results of the validity test can be seen in the table 1. From the results,

it can be observed that the value of r- value is greater than 0.361, thus leading to the conclusion that each statement item in the questionnaire is considered valid

Table 1
Validity test result

No	Indicators	r- value	r-table	Information
1.	Value Shopping (X_1)			
	VS1	0,845	0,361	Valid
	VS2	0,858	0,361	Valid
	VS3	0,799	0,361	Valid
	VS4	0,730	0,361	Valid
2.	Adventure Shopping (X_2)			
	AS1	0,788	0,361	Valid
	AS2	0,886	0,361	Valid
	AS3	0,665	0,361	Valid
	AS4	0,850	0,361	Valid
3.	Idea Shopping (X_3)			
	IS1	0,764	0,361	Valid
	IS2	0,851	0,361	Valid
	IS3	0,675	0,361	Valid
	IS4	0,487	0,361	Valid
4.	Social Shopping (X_4)			
	SS1	0,563	0,361	Valid
	SS2	0,682	0,361	Valid
	SS3	0,793	0,361	Valid
	SS4	0,826	0,361	Valid
5.	Role Shopping (X_5)			
	ROS1	0,661	0,361	Valid
	ROS2	0,865	0,361	Valid
	ROS3	0,760	0,361	Valid
	ROS4	0,627	0,361	Valid
6.	Relaxation Shopping (X_6)			
	RES1	0,833	0,361	Valid
	RES2	0,865	0,361	Valid
	RES3	0,806	0,361	Valid
7.	Impulsive Buying (Y)			
	IB1	0,856	0,361	Valid
	IB2	0,718	0,361	Valid
	IB3	0,736	0,361	Valid
	IB4	0,818	0,361	Valid
	IB5	0,767	0,361	Valid
	IB6	0,873	0,361	Valid
	IB7	0,688	0,361	Valid

Source or Note : SPSS Data Processed (2023)

A reliability test is a tool used to measure a questionnaire, which serves as an indicator of a variable. A questionnaire is considered reliable if an individual's responses to the questions are consistent and do not change over time. Data is deemed reliable when the Cronbach's alpha value is greater than 0.60 (Ghozali, 2018). The results of the reliability testing can be seen in the Table 2:

Table 2
Reliability Test Result

Variables	*Cronbach's alpha*	Information
Value Shopping (X_1)	0,821	Reliable
Adventure Shopping (X_2)	0,813	Reliable
Idea Shopping (X_3)	0,639	Reliable
Social Shopping (X_4)	0,691	Reliable
Role Shopping (X_5)	0,700	Reliable
Relaxation Shopping (X_6)	0,782	Reliable
Impulse Buying (Y)	0,890	Reliable

Source or Note : SPSS Data Processed (2023)

Based on the table above, it can be seen that the Cronbach's alpha values for each variable are above 0.60. This indicates that the data obtained from the questionnaire responses in the study is reliable and trustworthy.

Results of Multiple Linear Regression Analysis
The technique employed in this research is the multiple linear regression equation. The results of the regression analysis calculations are presented in the table 3:

Table 3
Multiple Linear Regression Analysis Results

	Coefficients				
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
1(Constant)	-1.644	2.824		-.582	.562
Value Shopping	.041	.141	.019	.289	.773
Adventure Shopping	.509	.143	.272	3.559	.001
Idea Shopping	.152	.159	.069	.954	.342
Social Shopping	.161	.171	.082	.939	.350
Role Shopping	.121	.193	.059	.629	.531
Relaxation Shopping	1.095	.192	.492	5.712	.000
R	0.817				
R^2	0.667				
Adjusted R^2	0.646				
F-value	31.064				
Sig	.000				

a. Dependent Variable: Impulse Buying

Source: SPSS Data Processed (2023)

The attainment of coefficient values approaching one implies that the independent variables have an influence on the dependent variable. Additionally, the coefficient of determination (R^2) is used to determine the percentage of change in the dependent variable (Y) caused by the independent

variables (X). The correlation coefficient (R) of 0.817 indicates a correlation between value shopping, adventure shopping, idea shopping, social shopping, role shopping, and relaxation shopping, and the dependent variable, namely impulsive buying.

As for the coefficient of determination (R-Square) of 0.667, it means that the variables, including value shopping, adventure shopping, idea shopping, social shopping, role shopping, and relaxation shopping, have the ability to explain their influence on impulsive buying by 66.7%, while 33.3% is influenced by other variables not included in this research model.

$$Y = -1.644 + 0.041 (X_1) + 0.509 (X_2) + 0.152 (X_3) + 0.161 (X_4) + 0.12 (X_5) + 1.095 (X_6)$$

The magnitude of the constant term (a) (-1.644) indicates that when the hedonic shopping motivation variables, comprising value shopping, adventure shopping, idea shopping, social shopping, role shopping, and relaxation shopping, are all equal to zero, and the impulsive buying decision is -1.644. The coefficient value of the value shopping variable (0.041) indicates a positive or direct relationship. This implies that as the value of shopping increases, impulsive buying also increases. The coefficient value of the adventure shopping variable (0.509) indicates a positive or direct relationship. This implies that as adventure shopping increases, impulsive buying also increases. The coefficient value of the idea shopping variable (0,152) indicates a positive or direct relationship. This implies that as idea shopping increases, impulsive buying also increases. The coefficient value of the social shopping variable (0,161) indicates a positive or direct relationship. This implies that as social shopping increases, impulsive buying also increases. The coefficient value of the role shopping variable (0,121) indicates a positive or direct relationship. This implies that as role shopping increases, impulsive buying also increases. The coefficient value of the relaxation shopping variable (1,095) indicates a positive or direct relationship. This implies that as relaxation shopping increases, impulsive buying also increases.

Based on the predetermined criteria, with α = 0.05 and degrees of freedom (100 - 7 = 93), the critical t-value obtained from the table is 1.98580. From this description, the following conclusion can be drawn:

The significance value shopping (X_1) on impulsive buying (Y) is 0,773 > 0,050 and the t-value $_g$ 0,289 < t-table 1,985. Therefore, it can be concluded that value shopping (X_1) does not have a significant effect on impulsive buying. Thus, the hypothesis (H_1) is rejected. The findings of this research are consistent with a study conducted by Rahayu & Rahmidani (2022), which concluded that the variable of value shopping does not have an impact on impulsive buying.

The significance of adventure shopping (X_2) on impulsive buying (Y) is 0,001 < 0,050 and t-value 3,559 > t-table 1,985. Therefore, it can be concluded that adventure shopping (X_2) has a positive and significant effect on impulsive buying. Thus, the hypothesis (H_2) is accepted. The results of this study align with previous research conducted by Cinjarevic et al., (2011) and Nugroho (2018), indicating that adventure shopping has a positive and significant influence on impulsive Buying.

The significance of idea shopping (X_3) on impulsive buying (Y) is 0,342 > 0,050 and t-value 0,954 < t-table 1,985. Therefore, it can be concluded that idea shopping (X_3) does not have a significant effect on impulsive buying. Thus, the hypothesis (H_3) is rejected. The findings of this study are consistent with research conducted by Nugroho (2018), which concluded that the variable of idea shopping does not influence impulsive buying. However, contrasting results were identified in studies conducted by Arij (2021), Rahayu & Rahmidani (2022), and Arbaiah et al. (2022), indicating that the idea shopping variable does have an impact on impulsive buying.

The significance social shopping (X_4) on impulsive buying (Y) is 0,350 > 0,050 and t-value 0,939 < t-table 1,985. Therefore, it can be concluded that social shopping (X_4) does not have a significant effect on impulsive buying. Thus, the hypothesis (H_4) is rejected. The results of this study align with

research conducted by Nugroho (2018) and Erdem & Yilmaz (2021), indicating that social shopping does not have a significant impact on impulsive buying.

The significance role shopping (X_5) on impulsive buying (Y) is 0,531 > 0,050 and t-value 0,629 < t-table 1,985. Therefore, it can be concluded that role shopping (X_5) does not have a significant effect on impulsive buying. Thus, the hypothesis (H_5) is rejected. In the research conducted by Maley et al. (2020) and Rahayu & Rahmidani (2022), differing results were found, indicating that role shopping does have an impact on impulsive buying.

The significance of relaxation shopping (X_6) on impulsive buying (Y) 0,000 < 0,050 and t-value 5,712 > t-table 1,985. Therefore, it can be concluded that relaxation shopping (X_6) has a positive and significant effect on impulsive buying. Thus, the hypothesis (H_6) is accepted. The findings of this study are consistent with research conducted by Erdem & Yilmaz (2021), Arbaiah et al. (2022), Arij (2021), and Nugroho (2018), indicating that relaxation shopping has a positive and significant influence on impulsive buying.

CONCLUSION

Value shopping does not have a significant impact on impulsive buying among female students from Malikussaleh University on Instagram. Adventure shopping has a positive and significant impact on impulsive buying among female students from Malikussaleh University on Instagram. Idea shopping does not have a significant impact on impulsive buying among female students from Malikussaleh University on Instagram. Social shopping does not have a significant impact on impulsive buying among female students from Malikussaleh University on Instagram. Role shopping does not have a significant impact on impulsive buying among female students from Malikussaleh University on Instagram. Relaxation shopping has a positive and significant impact on impulsive buying among female students from Malikussaleh University on Instagram.

Online store owners can leverage adventure and relaxation spending to boost sales by frequently posting attractive products that capture consumer interest. This is particularly effective for younger consumers who are active on social media. As this demographic often has fewer responsibilities and high self-orientation, the desire for self-indulgence remains high, without the need to consider numerous factors.

Consumers can consider the dominant purchasing behavior of female students, who typically make 1-2 purchases per month, to fall within the normal range. However, consumers who are willing to spend money to alleviate stress or depression should be cautious. In this study, relaxation spending had the highest influence on impulsive buying, especially among respondents who are still students without a stable income and are financially dependent on their parents. To avoid impulsive actions, it is advisable to choose purchases wisely and exercise control within reasonable limits.

Researchers conducting future studies could replicate and reanalyze this research using different data analysis approaches to gain insights from alternative perspectives. It is suggested to expand the scale, broaden the research locations, and increase the sample size for a more developed, accurate, and specific understanding. Further research in a similar context could enhance the existing findings.

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