THE INFLUENCE OF HEDONIC SHOPPING MOTIVES AND PERCEIVED RISK TOWARDS IMPULSE BUYING

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Abstract: Instagram is used as a means of business promotion. Marketing through Instagram is increasingly popular among business people, this is related to Instagram users who are increasingly growing. This research aims to determine the effect of hedonic shopping motives and perceived risk on impulse buying on online shop on Instagram. The variables used in this study are the hedonic shopping motives variable (X1), the perceived risk variable (X2) and one dependent variable (Y), the impulse buying variable. The research method used is a quantitative method with descriptive and causal research types. The population in this study are consumers who have made purchases on Instagram with a sample of 100 respondents and the sampling technique used is the non-probability sampling method with the type of purposive sampling. The results of this study indicate that the hedonic shopping motives and perceived risk variables have a positive and significant effect on impulse buying on Instagram simultaneously by 30.2%, while the remaining 69.8% is influenced by other variables not examined in this study. The hedonic shopping motives variable has a positive and significant effect on impulse buying partially on Instagram, while the perceived risk variable doesn't significantly influence the impulse buying on Instagram partially.
Keywords: Hedonic Shopping Motives, Perceived Risk, Impulse Buying

INTRODUCTION

Instagram is an application developed by the Burbn Company. Inc., which was founded in 2010. Instagram is a platform that is used to post photos and videos online that are being used by businesses to develop their business by trying Instagram as a means of business promotion. Marketing through Instagram is increasingly popular among business people, this is related to Instagram users who are increasingly growing. Besides, business people use Instagram as an alternative because its use is more effective and cheaper (Nisrina, 2015).

Judging from people's lifestyles that began to change from traditional shopping to modern, supported by internet access as a means used in conducting commercial transactions, it raises hedonic purchasing motives which are defined as behavioral aspects related to fantasy, and aspects of consumption emotions that are can be seen from the pleasure experienced by consumers after obtaining the desired product. The consumer feels a pleasant experience and can be said to be entertained because the value obtained refers to the pleasure he receives related to shopping activities (Paramita et al, 2014). Several studies have led to the acceptance that emotions dominate the process of impulse buying and impulse buying behavior is the result of hedonic motivation (Ozen & Engizek, 2013).

By increasing consumer consumptive behavior online, it can also increase the tendency for unplanned purchases. Consumers tend not to care and think in advance to have the desired product. Someone will spontaneously impulse buying online purchases without thinking about long-term use because they think by shopping online they are more aware of current trends, get no small discounts, and by shopping online it is easier to get things for someone they care about (Nisrina, 2015).

Hedonic shopping motive is the behavior of individuals who do excessive shopping activities to meet their satisfaction. The nature of hedonic shopping motives will be created by shopping while going around choosing

the items you want or by visiting several online stores (Triwidasari et al, 2017). Consumers feel a pleasant experience and can be said to be entertained because the value obtained refers to the favors he receives related to hedonic shopping activities (Paramita et al, 2014).

Perceived risk is the uncertainty faced by consumers when they are not able to see the possibility that will occur due to purchase decisions made (Suryani, 2013). Perceived risk can be explained as consumer awareness about insecurities and contradictory consequences as a result of buying a product or service (Abrar et al, 2017).

Impulse purchases are the same as unplanned purchases and are described as purchases made by consumers but have not been planned (Ozen & Engizek, 2013). Impulse buying is a strong and ongoing urge to buy something immediately (Amos et al, 2014).
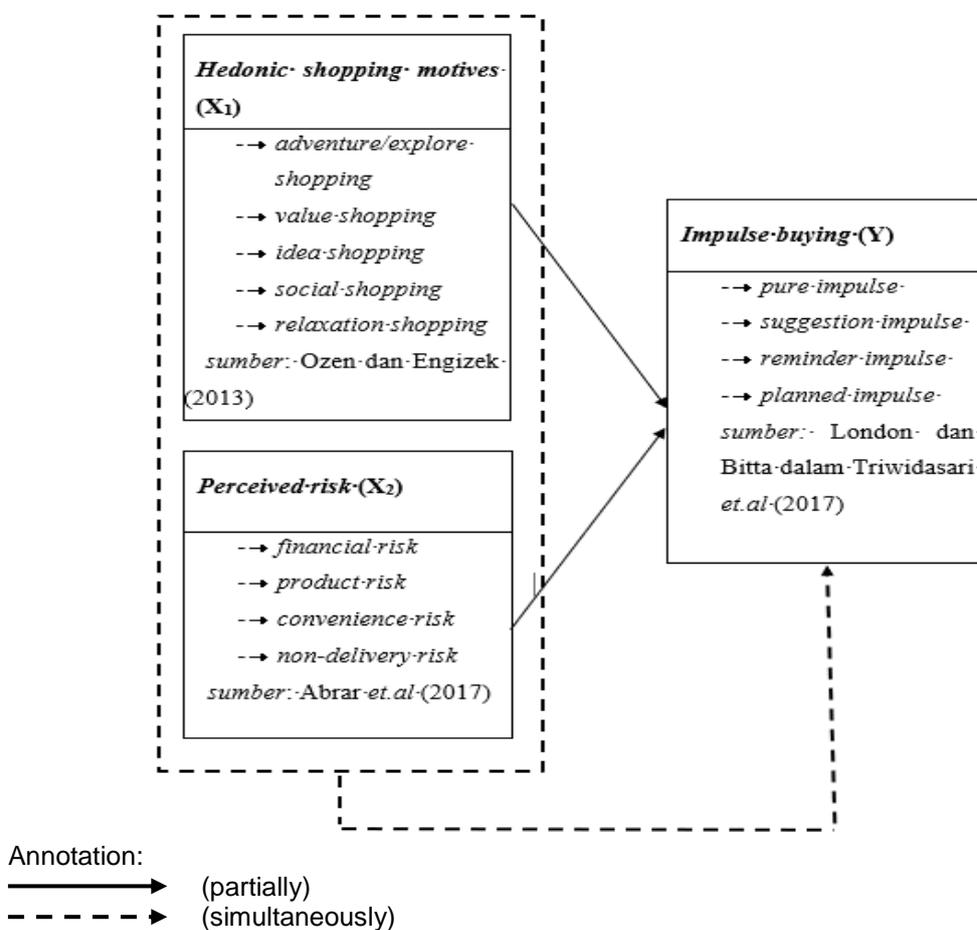

Annotation:
⟶ (partially)
- - - - ▸ (simultaneously)

Figure 1. Framework
Source: processed data (2019)

From the previous explanation, the hypotheses proposed in this study are:

H1: Hedonic shopping motives affect impulse buying at online stores on Instagram.

H2: Perceived risk influences impulse buying on online stores on Instagram.

H3: Hedonic shopping motives and perceived risk simultaneously influence impulse buying at online stores on Instagram.

METHODS

In this study, the authors used descriptive and causality methods. Descriptive research is research that intends to describe the state or value of one or more variables independently. In this study, there was no comparison of that variable in the other samples and looking for the relationship of that variable with other variables. In this research, the method used a quantitative approach.

The quantitative method is a research method based on the philosophy of positivism, used to examine a population or a specific sample, data collection using research instruments, statistical data analysis to test the hypothesis that has been set (Sugiyono, 2018).

RESULTS AND DISCUSSION

Based on the results of data processing and analysis conducted in the previous sub-chapter where this study aims to find out how hedonic shopping motives, perceived risk, and impulse buying on Instagram, see whether hedonic shopping motives and perceived risk affect the impulse buying in purchasing on Instagram independently. simultaneous or partial. Here are the results of data testing that has been done:

Test Validity and Reliability

Validity testing for the questionnaire was carried out using the Pearson Product Moment while the reliability test used Cronbach's Alpha. Both tests were carried out using SPSS Software version 25.0. Based on the results of the validity and reliability test, the statement instruments in this study were valid and reliable.

Normality Test

Based on the normality test results obtained as follows:

Table 1. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	4.07297656
Most Extreme Differences	Absolute	.076
	Positive	.060
	Negative	-.076
Test Statistic		.076
Asympt. Sig. (2-tailed)		.175[c,d]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: processed data (2019)

Based on table 1 above, it shows the results of the non-parametric normality test using the Kolmogorov-Smirnov method it is known that the significance value is 0.175 where the number> 0.05 so it can be concluded that the data in this study are normally distributed.

Multicollinearity Test
Based on the multicollinearity test results obtained as follows:

Table 2. Multicollinearity Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistic	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.561	3.308		1.077	.284		
	Hedonic Shopping Motives	.408	.065	.542	6.304	.000	.859	1.16
	Perceived Risk	.173	.094	.159	1.849	.067	.859	1.16

• Dependent Variable: Impulse Buying

Source: processed data (2019)

Based on table 2 above, the results of multicollinearity testing on the data used show the tolerance value of each independent variable is 0.859, which means> 0.10 and also the value of VIF on each variable is 1.16 <10.00. So it can be concluded that the data used in this study there is no multicollinearity problem.

Heteroskedasticity Test
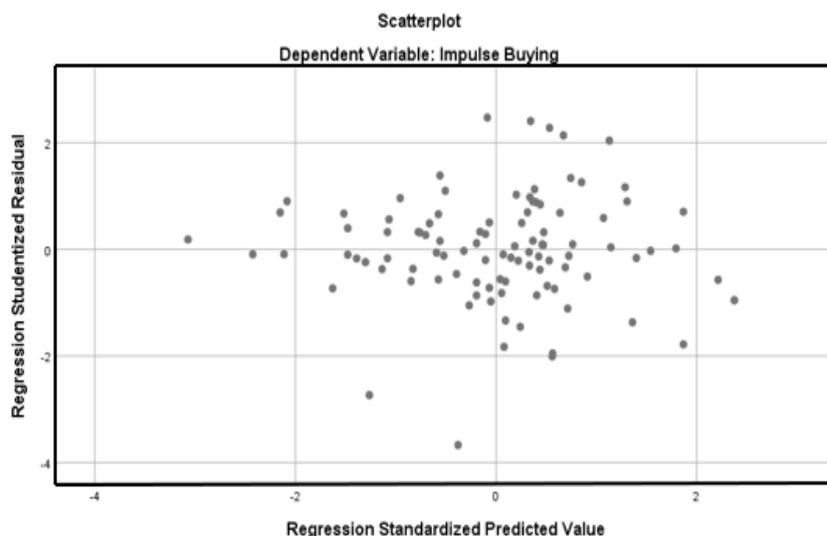Based on the multicollinearity test results obtained as follows:

Figure 2. Heteroscedasticity Test Results
Source: processed data (2019)

Based on Figure 1 above, it shows the pattern of points on the scatterplot spreading above and below the number 0 on the Y-axis, and does not form certain patterns such as wavy. So it can be concluded that there was no heteroscedasticity in the regression model.

Multiple Linear Regression Test
Based on multiple linear regression tests using SPSS 25.0, the following results are obtained:

Table 3. Results of Multiple Linear Regression Tests

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.561	3.308		1.077	.284
	Hedonic Shopping Motives (X1)	.408	.065	.542	6.304	.000
	Perceived Risk (X2)	.173	.094	.159	1.849	.067

a. Dependent Variable: Impulse Buying (Y)

Source: processed data (2019)

Based on the calculation results of the multiple linear regression test in table 3 above, we can get the multiple linear regression equation as follows:

$$Y = 3{,}561 + 0{,}408X1 + 0{,}173X2$$

Then based on the equation that has been obtained, can be described as follows:
1. The value of the constant (a) has a positive value of 3.561, which means that if the hedonic shopping motives variable (X1) and the perceived risk variable (X2) are zero or there is no change, the impulse buying (Y) on Instagram remains at 3.561.
2. The regression coefficient on the hedonic shopping motives variable (X1) has a positive value of 0.408 which means that if the hedonic shopping motives variable increases by 1%, then impulse buying (Y) on Instagram will increase by 0.408.

3. The regression coefficient on the perceived risk (X2) variable has a positive value of 0.173 which means that if the perceived risk variable is increased by 1%, then impulse buying on Instagram will increase by 0.173.

Simultaneous Hypothesis Test (Test F)
The hypothesis that will be submitted and proven is as follows:
H0= hedonic shopping motives and perceived risk have do not affect on impulse buying on Instagram simultaneously.
H1= hedonic shopping motives and perceived risk affect simultaneously impulse buying on Instagram.

The proof is done by comparing the value of f arithmetic with the f table. At the 5% significance level (0.05). Criteria: H0 is rejected if If F arithmetic ≥ F table. Test f obtained through ANOVA

table which is processed using SPSS 25.0 software, can be seen in the table below:

Table 4. F Test Results (Simultaneous)

ANOVAª

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1023.115	2	511.558	30.214	.000ᵇ
	Residual	1642.325	97	16.931		
	Total	2665.440	99			

a. Dependent Variable: Impulse Buying (Y)

b. Predictors: (Constant), Perceived Risk (X2), Hedonic Shopping Motives (X1)

Source: processed data (2019)

Based on the F test results in table 4 above, it shows that the calculated F value of 30.214 with a table F value of 3.09 and a significance value of 0.000 <0.05. Then thus the calculated F value ≥ F table, which means H1 is accepted and H0 is rejected. So it can be concluded that simultaneously there is a significant influence of the Hedonic Shopping Motives (X1) and Perceived Risk (X2) variables on Impulse Buying (Y) on consumers who shop on Instagram.

Partial Hypothesis Test (t-Test)

The hypothesis proposed in this study is as follows:

1. H0: hedonic shopping motives (X1) does not significantly influence impulse buying (Y) on Instagram.
   H1: hedonic shopping motives (X1) significantly influence impulse buying (Y) on Instagram.
2. H0: perceived risk (X2) does not significantly influence impulse buying (Y) on Instagram.

H1: perceived risk (X2) significantly influences impulse buying (Y) on Instagram.

With the testing criteria at a significance level of 5% (0.05) as follows:

1. If t value arithmetic ≥ t table, then H0 is rejected and H1 is accepted. This shows that there is a significant influence of the independent variables on the dependent variable.
2. If t arithmetic ≥ t table, then H0 is accepted and H1 is rejected. This shows that there is no significant effect of the independent variables on the dependent variable.

Based on this study, researchers used a significance level of 5% (0.05) with a total sample of 100 respondents. So we get a t-table of 1.985. The following are the results of t-test based on SPSS version 25.0 processing:

Table 5. T Test Results (Partial)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.561	3.308		1.077	.284
	Hedonic Shopping Motives (X1)	.408	.065	.542	6.304	.000
	Perceived Risk (X2)	.173	.094	.159	1.849	.067

a. Dependent Variable: Impulse Buying (Y)

Source: processed data (2019)

Based on table 5:
1) The hedonic shopping motives variable (X1) has a calculated t value of 6.304> t table that is 1.985, then H0 is rejected and H1 is accepted. So it can be concluded that there is a significant effect of hedonic shopping motives (X1) on impulse buying (Y) on Instagram.
2) The perceived risk variable (X2) has a calculated t value of 1.849 <t table 1.985, then H0 is accepted and H1 is rejected. So it can be concluded that the variable perceived risk (X2) does not significantly influence the impulse buying (Y) on Instagram.

Coefficient of Determination
The results of the analysis of the coefficient of determination can be seen in the following table:

Table 6. Determination Coefficient Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.620[a]	.384	.371	4.11475

a. Predictors: (Constant), Perceived Risk (X2), Hedonic Shopping Motives (X1)

Source: processed data (2019)

Based on table 6 above, it can be seen that the value that has an influence on impulse buying on consumers on Instagram (R square) of 0.384. So we get the value of the coefficient of determination, namely:

Kd = 0.384 × 100% = 38.4%

The determination coefficient test results obtained by 38.4% which shows that the independent variable hedonic shopping motives (X1) and perceived risk (X2) give an effect of 38.4% on

impulse buying (Y) on Instagram. While the remaining 61.6% is influenced by other factors not examined in this study.

CONCLUSION

Based on the results of the study, the following conclusions are obtained:

Hedonic shopping motives on Instagram reached 73.67%, which is included in the good category. This shows that consumer shopping activities as an adventure to find something that is considered new and interesting, consumers who buy discounted goods at online stores feel happy and proud of themselves for finding cheap goods and consider themselves to be smart buyers. They shop online to keep up with the latest fashions and trends, and the pleasure of shopping comes when they can interact with other people or families when shopping to get new experiences and information. Besides, they think that shopping online can help them in relieving stress and to pamper themselves.

Perceived risk on Instagram reaches 71.42%, where the value is included in the good category. This shows consumers will feel worried if their credit card information can be misused when shopping, they are afraid of the items purchased do not match the expected money and think about the ease in canceling orders on online stores on Instagram. Besides, consumers are also worried about products not received after completing transactions such as sellers who deliberately did not send their products or goods sent to the wrong address.

Impulse buying on Instagram is included in quite a good category with a value of 67.9%. This shows that consumers make unplanned purchases due to several things such as hedonic and lifestyle factors to fulfill their pleasures, follow the latest trends and fashions, like discounted products, many attractive offers, or enjoy socializing.

Based on the results of the f test conducted, it is stated that hedonic shopping motives and perceived risk simultaneously have a positive and significant effect on impulse buying on Instagram of 30,214.

Based on the results of t-tests conducted, it is stated that the variable hedonic shopping motives partially has a significant effect on impulse buying with a t value of 6.304> t table of 1.985. From the observations, it can be seen that consumers have an interest in impulse buying due to the hedonic motivation factor and the presence of various attractive offers make consumers interested and make purchases that can satisfy their pleasure. While based on the results of the t-test conducted, it was stated that the perceived risk variable partially did not have a significant effect on impulse buying with a t value of 1.849 <t table 1.985. From the results of the study, it can be seen that consumers do not think too much about the risks that can occur when shopping online if shown an attractive appearance of a product at a very cheap price and a discount offered.

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