

# INTERPERSONAL FACTOR AS ANTECEDENT OF HEDONIC MOTIVATION AND UTILITARIAN MOTIVATION, AND THEIR IMPACT ON ONLINE *IMPULSIVE BUYING*

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## ABSTRACT

**Purpose:** This research aims to determine the influence of interpersonal factor to utilitarian and hedonic motivation in online shopping and their impact on online impulsive buying, **Methods:** This research use primary data. Data acquired with google form using purposive sampling method, **Analysis data:** SEM PLS yang utilized to test the hypotheses. First model fit was examined then hypotheses were tested., **Result and discussions:** Main findings of this research is interpersonal factor influences hedonic and utilitarian motivation in online shopping and those two motivations influence online impulsive buying.

**Keywords :** *Interpersonal factor, hedonic motivation, utilitarian motivation, online impulsive buying.*

## INTRODUCTION

Increasing growth in digital technology in Indonesia makes Indonesian people get easy access to the internet. Convenience provided give impact on easy access to online buying using e-commerce platform. Based on a survey conducted by We Are School in 2021, by 88.1% of Indonesian citizens use online shopping. The change in shopping pattern behavior is influenced by perceived convenience in getting product information on e-commerce. This change is strengthened with existence Covid-19 pandemic in Indonesia. The government also restricts mobility for activity outside home and people choose digital technology as alternative for shopping.

Online shopping is a transaction activity among seller and buyer using internet sites for example from e-commerce. One factor that become pull factor in e-commerce is easy payment system. Method of payments in ordinary e-commerce used are bank transfers, virtual accounts, and cash on delivery (COD). Currently there is a new payment system that is Paylater. Paylater is a service

payment without card credit for transact now and pay on time certain in the future. Based on research by Katadata Insight Center (KIC) and Kredivo, as many as 27% of e-commerce users use Paylater. Public enthusiasm to use this technology could trigger emergence of impulsive buying.

Impulsive buying is a behavior to buy without any plan before as well as occur by suddenly (Renanita, 2017). Internal factors that can affect impulsive buying is motivation. Motivation formed by ambition, determination, or ideals at the moment that not yet fulfilled so push somebody to behave something for fulfilling his wish. There are two kinds of motivation in this context: hedonic motivation and utilitarian motivation.

Hedonic motivation is a motivation where somebody will do shopping to get fun and feel that shopping is an interesting activity (Ratih & Astiti, 2016). Interesting things and fun to do online shopping comes to individual mind because shopping can reduce stress due to everyday activity. The higher the hedonic motivation, then impulsive buying behavior will also be higher (Fortune, 2020). Happiness, joy,

and satisfaction appear when somebody has high nature of hedonic. The hedonic nature possessed by each individual tend push to buy without prioritize shopping in accordance with his needs. Hedonic motivation also makes people forget their current problem they are facing because focusing too much on with viewed products in online shopping site.

With utilitarian motivation, buyers do online transaction to buy by rational and objective consideration so that consumer shop for get benefit from purchased items. Two dimensions of utilitarian motivation are: efficiency and achievements. Efficiency is shortening time and ability at the moment shopping. With so, online shopping via e-commerce can increase impulsive buying because product already available without come to stores as well as system easy payment.

## **HYPOTHESES**

Online shopping activity is a new system in doing transaction (Isaac, 2012). Savings time and effective transaction system becomes an interesting in online shopping and increase the possibility of impulsive buying by consumers. Seller will offer all product to consumer through internet sites. Consumers can also see products offered through the internet site.

The existence of better internet network will change various market transaction (Mustomi et al., 2020). Various products offered by online store give opportunity to buyer for choose before determine a decision purchase certain product. Taking decision in online shopping can emerge rationally and impulsively.

Rook (1987) defines impulsive buying as purchases that occur when consumers get internal pressure to buy something without any previous plan. Many researchers has link purchases that do not planned or no intentional with purchase impulsive and unintended purchases planned required for categorize a purchase as impulsive (Rook & Fisher, 1995).

People who buy impulsively tend not to consider the consequences of his buying action (Rook, 1987) and tend no evaluate his decision to purchase thoroughly compared with planned purchase. Impulsive buying is also purchase without rational consideration but only based on emotional pressure (Verplanken & Herabadi, 2001).

According to Rook & Fisher (1995) there is a number of important aspect of namely :

1. Spontaneity is pressure by sudden individual focused moment want to buy.
2. Strength and intensity of someone's stressful situation to do purchase.
3. Enthusiasm to buy in somebody's mind.

There are two factors influencing impulsive buying according to Afif & Purwanto (2020) namely :

- a. Hedonic Motivation related with online shopping, example: passion and ambition in shopping fulfilled.
- b. Persuasion from company through promotion sale so that buyer interested for to do purchase, for example: there is special prices and sales promotions that make public interested for buy at the time.

Impulsive buying is different because every individual with impulsive buying have no reason for buy (Widawati, 2011). According to Novia & Harmon (2016) impulsive buying is consequence from pressure self and another factors.

## **Hedonic motivation**

O'Shaughnessy & O'Shaughnessy (2002) display that 'Hedone' is hedonist in The Greek word means pleasure, comfort, satisfaction. Whereas according to Kotler & Keller (2012), hedonism is a condition where Public have style for connect the success that has been achieved and the failure that resulted factor outside. So, hedonic motivation is an existing value in someone self who can motivate to reach satisfaction separately. Hedonic motivation relate with nature emotional individual,

because that at the time shopping really feel happy, sad, or disappointed (Afif & Purwanto, 2020).

Consumers who have nature to be hedonist will not be affected nor pushed without strong motivation. Hedonic motivation could give enjoyment in somebody self although not related with luxury goods. The things that become enjoyment every individual and that interaction you're looking for in principle hedonic, everything things that can give satisfaction for somebody in every condition. With so, hedonic motivation is a motivation that arises from in somebody self to do shopping activity for give experience shopping, relieve stress and give feeling happy and satisfied. Characteristics hedonic motivation according to Utami (2010) shared Becomes six that is as following :

1. Adventure shopping  
Motivation hedonic focus on the emergence appetite in feel experience that leads to a purchase made by buyers to look for something from attractive goods or new brand.
2. Idea shopping  
Hedonic shopping motivation focus on targeted shopping to follow latest trend and buyer do activity shopping because interested with product as well as new innovation.
3. Value shopping  
Buyer do a transaction sell buy because existence piece prices, sales and offers more lower price.
4. Social shopping  
Hedonic shopping motivation focus on joy and satisfaction existing shopping in self somebody moment to do purchase with friends, family or interact with other people is good among buyer with another.
5. Gratification shopping  
Hedonic shopping motivation focus on buying for reduce stress which is one of the solution for resolve condition a heart that doesn't determined and

become other alternatives in forgetting current problem experienced.

#### 6. Role shopping

Hedonic shopping motivation on activity shopping that doesn't only for self alone but for others with give nice gift.

### **Utilitarian Motivation**

Utilitarian motivation is a form of buying motivation when purchase is based on accordance to priority (Pangestu & Prabowo, 2015). Utilitarian motivation emerges when somebody use response rational for sufficient needs what he feels useful and important. Behavior pattern frequent utilitarian buyers buy product on purpose or already planned in scale priority and efficient or in accordance needs (Collier & Sherrell, 2010).

Consumer will shop if somebody feel get benefit from something he wanted. Consumer has known what product will be bought and owned in planning purchase. Consumers also have to find out online shopping sites at one of the e-commerce in Indonesia such as Shopee, Bukalapak, Tokopedia, Blibli.com, and so on as the goal of purchase. With so, time allocated for shopping is also more efficient. Utilitarian motivation based on rational and objective thinking. For example, a mother household buy oil in supermarkets for necessity cooking.

Two dimensions utilitarian motivation according to Babin et al. (1994) namely :

1. Efficiency  
Efficiency focused about necessity to minimize source power and time .
2. Achievements  
Performance to do purchase something product in detail has set in scale priority.

### **Hypothesis Development**

#### **Influence of interpersonal factor on hedonic motivation in online shopping**

According to Lin & Chen (2012), interpersonal factors have enough influence to impulsive buying. Someone who has

hedonic nature will easily affected with reference group. These interpersonal factors will increase impulsive buying because somebody will think that doing purchase will increase image self and fulfill group hope as the reference.

Interpersonal factors have important aspect that is connection. Impulsive buying gives positive impact because it could fulfill other people 's expectations and relationships. This also reinforced with existence hedonic values that is driven by need emotional personal will feel happy and satisfied. Besides that, hedonic originated from social experience, common interest, appreciation of social status for products that have been purchased. Thus, the proposed hypothesis in study this is as following:

H1: Interpersonal factors positively influence hedonic motivation

### **Influence of interpersonal factors on utilitarian motivation in online shopping**

Lin & Chen (2012) disclose that interpersonal factors have influence to impulsive buying. Existence of interpersonal communication, an exchange process information one party with the other party will influence someone's behavior. If somebody will buy product, he will dig fact goods will purchased.

Utilitarian consumption can be seen from attitude in minimizing cost for get products certain and more satisfaction if could maximizing utility product. For that, when somebody will buy product will be persuaded inputs from outside factor. Based on description above, next hypothesis is as following :

H2: Interpersonal factors positively influence utilitarian motivation in online shopping

### **Influence of hedonic motivation on impulse buying**

According to Pangestu & Prabowo (2015), hedonic motivation is a form behavior that arises suddenly. Hedonic motivation could influence impulsive

buying when consumer feel a form enjoyment in shopping. Besides that, the desire that someone has look for new things impact on decisions purchase by suddenly without planning outside needs and not thinking the resulting consequences. Based on description, the next hypothesis that is as follows:

H3: Hedonic motivation positively influence online impulsive buying.

### **Influence of utilitarian motivation on impulsive buying**

According to Pangestu & Prabowo (2015) utilitarian motivation, community buy product in accordance scale priority necessity. Utilitarian values are described as pattern behavior those who are related with function product nor service or bonded with profession ( Babin et al., 1994). Thus, the next hypothesis is as follows:

H4: Utilitarian motivation positively influence online impulsive buying.

## **METHOD**

Population in research is people who has ever do shopping online. Participants are chosen based on purposive sampling method.

Hedonic motivation is ambition buyer in shopping because is shopping is a enjoyment alone no sort profit from purchased item ( Ratih & Astiti , 2016) . Example the question is " I browse product items in online store only for have fun".

Utilitarian motivation is a pattern behavior in online shopping to purchase product in accordance of priority ( Pangestu & Prabowo, 2015). Example the question is "I shop online for get benefit as much as possible ".

Interpersonal influence is interpreted as a necessity of individual in others opinions and people will buy or with influence of other people or look for information from other people. Example the question is " almost all my friend think that shopping online is a great idea".

Impulsive buying that is a decision to buy by sudden or action purchase held time

a certain time (Rook & Fisher, 1995). Example the question is "The actual product I buy is not on my shopping list".

## RESULTS AND DISCUSSION

Respondents are students, civil servants, private sector employees, entrepreneurs and others. Method deployment questionnaire conducted with method share google form link to respondent through social media. Data obtained from deployment questionnaire by online as many as 137 respondents.

**Table 13**  
**Demographics Based on Type Sex**

Type Sex	Amount	Percentage
Man	34	24.8
Woman	103	75.2
Total	137	100

**Table 2**  
**Demographics Based on Age**

Age	Amount	Percentage
>35 years old	4	2.8
17-20 years old	26	18.9
21-25 years old	99	72.1
26-30 years old	8	5.8
31-35 years old	0	0.0
Total	137	100

**Table 3**  
**Demographics Based on Last Education**

Last Education	Amount	Percentage
Diploma (D1, D2, D3, D4)	27	19.7
Master (S2)	1	0.7
Bachelor (S1)	36	26.3
SMA/SMK	73	53.3
Total	137	100

**Table 4**  
**Demographics Based on Work**

Work	Amount	Percentage
Student / Student	67	48.9
civil servant	1	0.7
Employee Private	30	21.9
Entrepreneur	8	5.8
Not Working	13	9.5
Other	18	13
Total	137	100

**Table 5** Demographics Based on Frequency Online shopping

Frequency Online shopping	Amount	Percentage
Very often	1	0.7
A month very	20	14.6
a week very	30	21.9
Not sure ( rare )	5	3.6
Total	81	59.1
	137	100

### Validity Test

Validity test in study used for test truth an instrument as tool measuring a research variable. Purpose of validity test that is to measure that an item really measures what it should measure. In validity test a statement could declared valid if factor loading  $> 0.5$ .

**Table 6** Validity Test Results Variable Hedonic motivation

Code	Statement	Loading factor	Status
HED1	While shopping online, I can forget problem me and me feel relaxed	0.816	Valid
HED2	I browse the product items in the shop online only for have fun.	0.816	Valid

**Table 7** Validity Test Results Variable Utilitarian Motivation

Code	Statement	Factor Loading	Status
UTI1	I do online shopping for buy more stuff good in price or quality	0.853	Valid
UTI2	I do online shopping for get many benefit	0.853	Valid

**Table 8** Validity Test Results Variable Interpersonal Factors

Code	Statement	Factor Loading	Status
INT1	Like all my friend, friend I shop online	0.789	Valid
INT2	Like all my friend, I think that shop online is a good idea	0.901	Valid
INT3	Like all my friend, I think that our all must shop by online	0.860	Valid
INT4	A number of friend I recommend me for online shopping	0.753	Valid

Table 9

Validity Test Results Variable Purchase Impulsive

Code	Statement	Loading factor	Status
IMP1	Shopping online push me to have product not in my shopping list	0.936	Valid
IMP2	Shopping online push me to buy actual product not in my shopping list	0.963	Valid
IMP3	I follow trend to do online shopping online	0.963	Valid
IMP4	Shopping online push me to buy on the spot for product I do not need .	0.898	Valid

### Reliability Test

Reliability test held for show questionnaire research used can reliable and acceptable. Reliability can set based on score cronbach's alpha from every variable. Every variable could declared reliable if have minimum value 0.6 (Algifari, 2013) .

Table 10 Reliability Test Results

Variable	Cronbach's Alpha	Status
Hedonic motivation	0.493	Not Reliable
Utilitarian Motivation	0.622	Reliable
Interpersonal Factor	0.842	Reliable
Purchase Impulsive	0.956	Reliable

### Hypothesis Test

Hypothesis test conducted with equation model Structural Equation Modeling (SEM) with Warp PLS 8.0 program. With method measurement The SEM hypothesis requires a fit model, if score of the fit model is met then the model is supported by the data. Hypothesis can received if P- value is below  $< 0.01$ .

Table 11 Model Fit Test Results

Fit Size	Criteria	Results	Information
Average path coefficient (APC)	Significant	0.386, P<0.001	Model fit
Average R-squared (ARS)	Significant	0.239, P<0.001	Model fit
Average adjusted R-squared (AARS)	Significant	0.231, P<0.001	Model fit
Average block VIF (AVIF)	Acceptable if $\leq 5$ , ideally $\leq 3.3$	1.188	Model fit
Average full collinearity VIF (AFVIF)	Acceptable if $\leq 5$ , ideally $\leq 3.3$	1.529	Model fit
Tenenhaus GoF (GoF)	Small $\geq 0.1$ , medium $\geq 0.25$ , large $\geq 0.36$	0.420	Model fit
Simpson's paradox ratio (SPR)	Acceptable if $\geq 0.7$ , ideally = 1	1	Model fit
R-squared contribution ratio (RSCR)	Acceptable if $\geq 0.9$ , ideally = 1	1	Model fit
Statistical suppression ratio (SSR)	Acceptable if $\geq 0.7$	1	Model fit
Nonlinear bivariate causality direction ratio (NLBCDR)	Acceptable if $\geq 0.9$	1	Model fit

Source : Data processed WarpPLS 8.0

Table 11 shows that results of the model fit for the data is acceptable , large and ideal, so that could interpreted that the model fit is met . Next step is results from testing hypothesis . Hypothesis received with condition P- value is at below 5%.

Table 12 Hypothesis Test Results

Hypothesis	$\chi^2$	P - value	Information
H1: Interpersonal factors positively influence hedonic motivation in online shopping	0.41	0.001	Hypothesis supported
H2: Interpersonal factors positively influence utilitarian motivation in online shopping	0.57	0.001	Hypothesis supported
H3: Hedonic motivation positively influence impulsive buying	0.32	0.001	Hypothesis supported
H4: Utilitarian motivation positively influence impulsive buying	0.25	0.001	Hypothesis supported

Source : Data processed WarpPLS 8.0

The first hypothesis states that interpersonal factor positively influence hedonic motivation in shopping online is supported ( $\beta=0,41$ ,  $p<0,01$ ). Research results appropriate and in line with study previously conducted by Lin & Chen (2012) and Bearden et al., (1989).

The second hypotheses states that interpersonal factor positively influence utilitarian motivation in shopping online is supported ( $\beta=0,57$ ,  $p<0,01$ ). Research results appropriate and in line with study previously conducted by Pangestu & Prabowo (2015) and Hilmi & Pratika (2021).

The Third hypotheses states that hedonic motivation positively influence impulsive buying is supported ( $\beta=0,32$ ,  $P<0,01$ ). Research results appropriate and in line with study previously conducted by Hilmi & Pratika (2021) and Tirtayasa et al., (2020). By theory hedonic motivation could influence impulsive buying when existence a wish that can push consumer for reach something form satisfaction with shopping activity.

The fourth hypotheses states that utilitarian motivation positively influence impulsive buying is supported ( $\beta=0,25$ ,  $p<0,01$ ). Research results appropriate and in line with study before (Babin et al., 1994 and Pangestu & Prabowo, 2015). By theory utilitarian motivation is something form attitude Public in shop with To do purchase something product or service with scale priorities that have been set. With optimizing utilitarian value, the more knowing the product to be bought make it easy purchase and generate desire for To do impulsive buying.

## CONCLUSION

According to tests carried out could obtained a number of conclusion as following :

1. Interpersonal factors have positively influence positive hedonic and utilitarian motivation in shopping online. When a individual interact with other people then will the more

susceptible with interpersonal influence so that will give impact his motivation in impulsive buying .

2. Hedonic and utilitarian motivation positively influence impulsive buying. That conclusion could interpreted that hedonic and utilitarian motivation has an impact on impulsive buying.

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