

Differences in Second-Hand Shopping Motivation on Purchase Decisions on the Instagram Social Media Platform

Shinta Wahyu Hati¹, Gita Cahyani², Pandu Agusssa Putra³

{ shinta@polibatam.ac.id¹, gitaacahyani20@gmail.com¹, pandubatam5@gmail.com³ }

Politeknik Negeri Batam, Management and Business Department, Batam City, Indonesia¹²³

Abstract. The purpose of the study is to find out and analyze the influence and differences in shopping motivation on the purchase decision of used goods on Instagram social media. The population of this study is buyers who have shopped for used goods on Instagram social media then determined the research sample amounted to 100 respondents. The data collection method is non-probability sampling. The results of this study used multiple linear regression test analysis methods and t-test difference tests. This study has findings that show that hedonic motivation and utilitarian motivation have a significant effect on the decision to buy used goods on Instagram social media. So the hypothesis of the t-test difference test also states that there are differences in hedonic motivation and utilitarian motivation for second-hand purchase decisions on social media Instagram accepted.

Keywords: Hedonic Motivation, Utilitarian Motivation, Purchase Decision

1 Introduction

Fundamentally, the main needs of individuals include clothing, shelter and food. Who now does not know the culture of second-hand goods. The habit of shopping for secondhand goods or so-called thrifting has become a well-known reality phenomenon, especially among young people. Nowadays, individuals, especially teenagers, have the potential to have a display in line with trends that are hotly viral on social media, especially Instagram.

On social media, Instagram has sold many used goods with various kinds of items that are still worth selling. The dominant who forms used goods becomes the fulfillment of primary needs, even willing to buy even though they don't really need it. Many make used goods meet primary needs, until they are ready to shop even though they don't actually need it. Especially if teenagers have idols who want to be modeled for their appearance. The clothes used by idols are certainly branded and of high value, but teenagers do not have a lot of money to fulfill their desires. Then decide to determine the fashion brand by shopping for used goods such as shoes, clothes and others. Because to be classy and wear branded, it is not reluctant to be more dominant, money has become a favorite thing for all thrifting people. Unfortunately, marketing activities of imported used products are classified as prohibitions through the government.

Through Permendag Number 51/M-DAG/PER/7/2015, imports of used clothing and when it has entered need to be destroyed. Listed in Law Number 7 of 2014 concerning Trade. There are activities not just by shopping for used products, but a sense of satisfaction when getting rare products Economical price. In fact, what happened to Indonesia may not have been calculated to how much the value of this industry originated, but what is clearly felt is the emergence of used goods in online and offline selling poisoning thrifting consumers [1]. The types of used goods sold are very diverse starting from clothes, shoes, bags and others. Then people who buy used goods can also buy and then resell as a business to make a profit. With the increase in social media, domiann functions as a means of business in the form of offering services and goods [2]. Considered very optimal because the spread is so fast to get customers. Instagram is now also one of the media platforms to promote sales.

According to We Are Social data, Instagram's worldwide mounthly active user (MAU) usage has reached 11.45 billion individuals since April 2022. According to a survey conducted from JakPat, in fact more than half of Instagram users follow online shop accounts. One of the online shop accounts is a thrift. Shop account. One of the social media that is widely used as a marketing media is Insatgram, this is also evidenced by the number of hashtags on posts nail thirft shop. Here's a diagram of the results of the 8 countries of the most Instagram users.

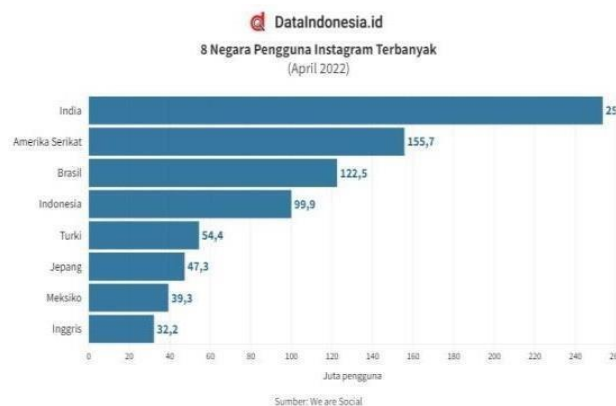


Fig. 1. 8 Instagram User Countries Most

Utilitarian motivation is in the form of shopping support carried out by customers through usability and observing the value of an item, but hedonic in the form of shopping support carried out by customers to obtain a sense of satisfaction and pleasure through goods that He spent and did not observe the purchase value. This arises from the search for goods on social media owned by customers. [1]. The first problem formulation is the extent to which hedonic motivation and utilitarian motivation influence purchasing decisions for used goods on social media Instagram. Second, is there a significant difference between hedonic motivation and utilitarian motivation on purchasing decisions for used goods on Instagram social media.

2. Literature Review

2.1 Hedonic Motivation

The hedonic motivation popularized by Arnold and Reynolds since 2003 is to look at instruments that describe directly the usefulness of insight when carrying out expenses. Hedonic values are concerned with information of enjoyment, satisfaction, and pleasure. Hedonic shopping motivation is in the form of an individual's desire to obtain a sense of satisfaction and pleasure for his person which can be fulfilled by abdicating the period to visit shopping centers and malls, feeling the situation that exists at the shopping location even though they do not shop anything [3]. Hedonic shopping motivation is also based on doronan to meet needs, but a person shopping is not only a desire to find a sense of happiness when meeting his shopping location, but also a variety of personal and general insights. The indicators include According to [10], hedonic shopping motivation consists of five main dimensions:

- a. Adventure Shopping: shopping activity is an adventure activity in which it can raise motivation and gain the consumer's own world by doing the shopping.
- b. Gratification/relaxation shopping: shopping activity is one alternative to cope with stress, to treat an uncomfortable mood, as well as a means to deal with the problems and fatigue
- c. Value Shopping: shopping activity is performed when the consumers look for shopping spots offering discounts.
- d. Social Shopping: mostly, consumers believe that shopping pleasure will be gained when they spend time together with family or friends, as a social activity. By doing shopping together with family or friends, they get a lot of information about the product to be purchased.
- e. Idea Shopping: consumers do the shopping to keep up with the latest trend of the fashion model and to see new products and innovations.

2.2 Utilitarian Motivation

This is in the form of individual behavior when carrying out shopping and not carrying out shopping activities including services and goods that have been determined as their needs. The assumption is related to what customers want to achieve through shopping activities. His experience that shares satisfaction for consumers is in the form of obtaining the goods he wants [4].

There are several criteria for utilitarian motivation [5].

- a. Achievement Shopping, accessing the online shop which is mainly in the form of obtaining specified products.
- b. Anticipated Utility, access the online shop to obtain the latest products.
- c. Role Enactment, accessing online shops and carrying out shopping accurately are the obligations of the function of being a housewife .
- d. Efficiency Shopping, accessing online shops can easily obtain goods that are in harmony with their wishes [6].

2.3 Purchase Decision

Attitudes toward the act of carrying out spending create an end gain in the comparison of a service and a product. The comparison is through the dominance of the determining factor in

the form of through services and goods and spending expertise on those services and products. The indicator refers to includes the determination of brand, product, spending channel , total spend, shopping period and means of transaction [7].

2.4 Frame of Mind

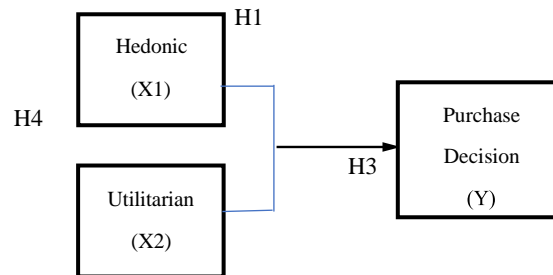


Fig. 2. Framework of Thought

Hypothesis

H1: Is there any influence of X1 i.e. hedonic motivation on Y i.e. purchase decision.

H2: Is there an effect of X2 i.e. Utilitarian shopping motivation on Y i.e. purchase decision.

H3: Whether there is an influence of X1 and X2 i.e. hedonic shopping motivation and utilitarian shopping motivation on Y is purchasing decision.

H4: Is there a difference in hedonic shopping motivation (X1) and utilitarian shopping motivation (X2) in secondhand purchase decisions on Instagram social media.

3. Research Methods

This study was quantitative in the collection of primary data obtained from a questionnaire totaling 100 respondents. Questionnaire is a medium to obtain primary data that is disseminated online. The questionnaire is used to respond to the target assessment by testing the value of hedonic motivation and utilitarian motivation in purchasing decisions and then also knowing the difference between hedonic motivation and utilitarian motivation for decisions purchase. The scale of the questionnaire used was in the form of a 5-point likert scale on a score of 1 to 5 using the levels of strongly agree, disagree, enough, agree and strongly agree. The questionnaire data obtained by the researchers was processed using SPSS version 26. This study used non-probability sampling samples, in which not all people in the population were shared with aligned opportunities to serve as representative samples. In this study the number of samples was calculated using the Lemeshow formula for unknown populations . The following study consists of 3 (three) variables , namely hedonic motivation variables (X1), utilitarian motivation (X2), and purchase decisions (Y).

Table 1. Operational Variable

Variable	Indicator	Scale Measurement
Hedonic shopping (X1) is the motivation of consumers to shop because shopping is a pleasure in itself so it does not pay attention to anyBenefits of purchased products [6]	Adventure shopping Gratification shopping Value shopping Social shopping Idea shopping Role Shopping	<i>Likert</i>
Utilitarian shopping (X2) is the attitude of a consumer who shops when making purchase activities or purchasing goods for goods and services according to consumer needs.[6]	Achievement Shopping Anticipated Utility Role Enactment Efficiency Shopping	<i>Likert</i>
Purchase decisions (Y) to do purchase to realize final result about considerations n regarding an item on services [8]	Determination product. Determination brand. Determination sum purchase. Determination Channels purchase. Determination time when buy. How a way payment.	<i>Likert</i>

Analysis Methods

Multiple Linear Regression Analysis and T-test analysis

Research methodology aims to measure data and, apply a form of statistical analysis. In this study researchers used multiple regression analysis to determine whether or not there is an influence between the three variables to be studied. Multiple regression is a statistical technique that simultaneously develops a mathematical relationship between two or more independent variables and an interval-scaled dependent variable. [9] Multiple regression equation model:

$$Y = a + b_1 X_1 + b_2 X_2 + e \quad (1)$$

The mean difference test is also known as the t-test. The t-test statistical technique is a statistical technique that aims to test whether there is a significant difference between the conditions or something contained in the group.

$$t = \frac{\bar{x} - \mu}{\left(\frac{SD}{\sqrt{n}}\right)} \quad (2)$$

4. Result and Discussion

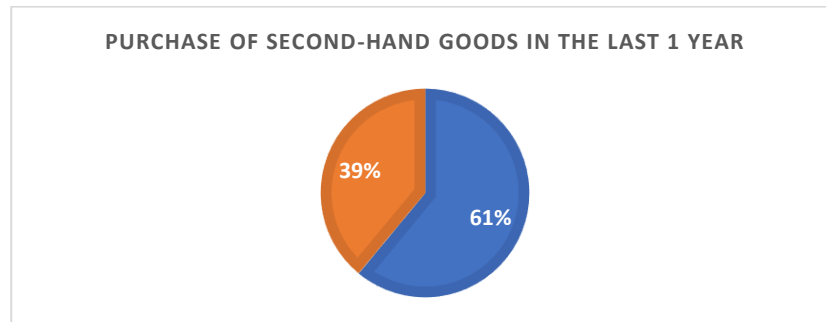


Fig. 3. Purchase of second-hand goods in the last 1 year

Respondents based on groups who purchased used goods in the last 1 year are divided into 2 (two), respondents who purchased used goods in the last 1 year only 1-3 times as many as 61 people or 61% and respondents who purchased used goods in the last 1 year more than 3 times as many as 39 people or 39%. So it can be concluded that the most respondents according to the group of respondents who purchased used goods in the last 1 year were respondents who bought 1-3 times.

4.1 Multiple Linear Regression Results and Hypothesis Results

The regression equation that informs in the regression equation is as follows:

Table 2. Multiple Linear Regression Analysis Results

Variables	Coefficient (B)	t-count	Sig.	Description
Constant	36,414	8,131	0,000	Significant
Hedonic Motivation (X1)	-0,278	-3,084	0,003	Significant
Utilitarian Motivation (X2)	0,246	2,663	0,009	Significant

The regression results are as follows:

$$Y = 36,414 - 0,278 X_1 + 0,246 X_2 \quad (3)$$

- a. The regression test results have a coefficient value of 36.414. The positive sign indicates a unidirectional influence between the independent variable and the dependent variable. This shows that if all independent variables including Hedonic Motivation (X1) and Utilitarian Motivation (X2) are 0 percent or do not change, then the value of the Purchase Decision is 36.414.

- b. H1: Hedonic motivation (X1) has a significant effect on purchasing decisions for used goods on social media Instagram. With a negative t value (opposite direction). This hypothesis is supported if the significance probability value shows a value <0.05 . Based on Table 2, it can be seen that the hedonic motivation variable obtained a t-count of -3.084 with a significance of 0.003 (sig. <0.05). The results showed a significance number smaller than 0.05 and t count of $-3.084 > t$ table of 1.984. Based on this analysis, it can be concluded that H1 proposed in this study is accepted.
- c. H2: Utilitarian motivation (X2) has a positive and significant effect on purchasing decisions (Y) on social media Instagram. This hypothesis is supported if the significance probability value shows a value <0.05 . Based on table 2 shows that the utilitarian motivation variable obtained t count 2.663 with a significance of 0.009 (sig. <0.05). The results show that the significance number is much smaller than 0.05 and t count of $2.663 > t$ table of 1.984, so the regression model can be used to predict the dependent variable or in other words the utilitarian motivation variable has a positive and significant effect on the purchasing decision variable. Based on this analysis, it can be concluded that the H2 proposed in this study is accepted.

Table 3. Simultaneous F- Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1127.405	2	563.702	9.842	.000 ^b
	Residual	5555.835	97	57.277		
	Total	6683.240	99			

a. Dependent Variable: Keputusan Pembelian
b. Predictors: (Constant), Motivasi Utilitarian, Motivasi Hedonis

H3 : Hedonic motivation (X1) and utilitarian motivation (X2) have a positive and significant effect on purchasing decisions (Y) used goods on social media instagram. This hypothesis is supported if the significance probability value shows a value <0.05 and is not supported otherwise. Based on Table 3 shows that the F-count is 9.842 with a probability of 0.000. The results show that the probability is much smaller than 0.05, so it can be said that hedonic motivation and utilitarian motivation together have a positive and significant effect on purchasing decisions. From the F-test, it is obtained that the F-count is 9.842 and the Ftable is sought at $\alpha = 5\%$ with degrees of freedom (df) $n-k$ or $100-2 = 98$ is 3.09, thus the value of $F\text{-count} = 9.842 > F\text{-table } 3.09$ and a significance value of 0.000 (sig. <0.05). Based on the results of the analysis, H3 proposed in this study is accepted.

Table 4. Simultaneous F- Test Results

		Levene's Test for Equality of Variances				t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Motivasi Belanja	Equal variances assumed	.005	.943	-4.297	198	.000	-5.13000	1.19398	-7.48455	-2.77545
	Equal variances not assumed			-4.297	197.888	.000	-5.13000	1.19398	-7.48456	-2.77544

H4 : Based on the results of the independent sample test in table 4 that the Sig. value for equality of variance is $0.943 > 0.05$, it can be interpreted that the data variance between hedonic motivation and utilitarian motivation is homogeneous or the same. So that the interpretation of the independent sample test output table is guided by the value in the "equal variances assumed" table. In the "equal variance assumed" section, it is known that the sig. (2 tailed) value is $0.000 < 0.05$, so H_0 is rejected and H_a is accepted, which means that there is a significant difference between hedonic motivation and utilitarian motivation.

Table 5. Determination Coefficient Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.411 ^a	.169	.152	7.56813
a. Predictors: (Constant), Motivasi Utilitarian, Motivasi Hedonis				

The result of the R Square value is 0.169. To determine the percentage of the relationship between hedonic motivation, utilitarian motivation and purchasing decisions, the calculation is $0.169 \times 100\% = 16.9\%$. So the percentage for the coefficient of determination (R^2) is 16.9%, while 83.1% is influenced by other variables not discussed in this study.

4.2 Discussion

Buying a second-hand item that has been done by respondents is as a pleasure for themselves is closely related to hedonic motivation where respondents buy used goods because of the attraction to give pleasure to themselves. Respondents can also find new things when shopping for used goods because respondents can choose various types of used goods that they want to buy such as shoes, clothes and others. In the second hypothesis shows that it is accepted, so it can be concluded that the value of utilitarian motivation has a positive and significant effect on purchasing decisions for used goods on social media Instagram. The test results in this study indicate a unidirectional relationship, namely the higher the utilitarian motivation value of the product desired and purchased, the more purchasing decisions increase.

From the results of the t test hypothesis test (different test), it shows a significant difference between the hedonic motivation and utilitarian motivation variables. This is explained by the results of the t test (difference test) which shows a probability value (sig-t) of 0.000 which is below the level of significance used, namely 0.05, so that means there is a difference between hedonic motivation and utilitarian motivation. In addition to the above criteria after research, it can be seen that respondents prefer utilitarian motivation because shopping for second-hand goods according to the needs and benefits of usefulness (utility) of an action, so that from this process we can enjoy benefits, benefits, happiness and enjoyment. Therefore, respondents also shop for second-hand goods to see the mood or moods they are feeling.

Conclusion & Suggestion

Conclusion

- a. It can be concluded that the hedonic motivation variable has a positive and significant influence on purchasing decisions for used goods on Instagram social media.
- b. It can be concluded that the utilitarian motivation variable has a positive and significant effect on purchasing decisions for used goods on Instagram social media.
- c. It can be concluded that simultaneously the variables of hedonic motivation and utilitarian motivation have a significant positive effect on purchasing decisions for used goods on Instagram social media.
- d. There is a significant difference between hedonic and utilitarian motivations on purchasing decisions for used goods on Instagram social media. Respondents prefer utilitarian motivation because they shop for used goods according to their needs and benefits.

Suggestion

The suggestions in this study are as follows:

- a. It is necessary to conduct further research for other used goods objects to be more specific and more focused in seeing trends in used goods that are in demand and useful.
- b. It is necessary to identify other variables that can influence purchasing decisions for used goods on Instagram social media.

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