

RELATIONSHIP BETWEEN PRESTIGE VALUE, UTILITARIAN, HEDONIC, AND SELF-ESTEEM MOTIVES TOWARDS ONLINE SHOPPING BEHAVIOR THROUGH SHOPPING INTENTION AND IMPULSE SHOPPING TENDENCY

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ABSTRACT

Marketplace is currently being disrupted by technology, similar to how the internet and digital platforms explosive rise in the globalization era. The growth of e-commerce changed customer behavior in purchasing items, from offline to online shopping, caused by some motives i.e., hedonic motives, self-esteem, and utilitarian motives. This study aims to comprehend how self-esteem, hedonic value, and utilitarian motivations relate to online shopping behavior, using shopping intention and impulse buying tendency as mediators. This study supports the idea that customers' online purchasing behavior is influenced by their intentions to shop and their propensity for impulsive purchases. 302 respondents who utilize e-commerce were distributed and their responses were gathered. As one of the requirements in this survey, respondents who complete the survey are people who have utilized e-commerce platform for at least three months. AMOS was used to analyze this study. Additionally, this study demonstrates that shopping intention is primary in online shopping behavior. This knowledge will help marketers develop strategies to maximize business performance, such as creating a variety of product categories that can boost customers' self-confidence. The product assortment should also be visually appealing, motivating, and emotionally appealing to the target market. Further discussion and implications are provided in the article.

Keywords: Prestige Value, Motive's Dimension, Online Shopping Behavior, Shopping Intention, Impulsive Shopping Tendencies

PROEM

With the rise of technology nowadays, the market's progression into the digitalization era is inevitable. A market is a gathering place for sellers and customers to exchange goods and form long-term relationships (Dhandra, 2020). Digitalization is the development of advanced innovations in everyday life by digitizing everything that can be digitized. (Hagberg et al., 2017). Digitalization has risen in popularity in the retail industry, from both the consumers' and retailers' standpoint (Frasquet et al., 2021).

Along with the rise of popularity in digitalization within the retail industry, Indonesians have enthusiastically endorsed digital technology. There are some of the most active users of social media platforms such as Facebook, Instagram, Line, Twitter, and Youtube. Indonesia is also developing a digital platform that includes online shopping and has the most billion-dollar tech startups in Southeast Asia, including Bukalapak, Go-Jek, Tokopedia, and Traveloka. The growth of digitalization in Indonesia is having significant influence on citizens (McKinsey & Company, 2018)

E-commerce is becoming more popular in people's and businesses' daily lives. Furthermore, e-commerce customers may simply compare pricing and product or service information (Barta et al., 2022). Prestige value is a measure of social value (Kaur et al., 2020). The users enjoyed using the online platform, making them look superior to others (Kaur et al., 2020). Users found using the online platform to be "socially respected" it formed between social contexts, self-image, and the prestige associated with using an online platform (Kaur et al., 2020). Critical Objective, logical, efficient selection, and goal-oriented are some of the characteristics of utilitarian motives (Lin, 2011). The psychological factors that drive hedonic behavior are emotional reasons that arise to meet social and aesthetic desires (Emekci, 2019). According to study, self-esteem is defined as a person's understanding and acceptance of their excellent qualities and inherent strengths (Dhandra, 2020). Among the research that has been done, some have shown no link between self-esteem and impulse shopping, while others have found a negative connection (Bilal Ahmad et al., 2019) Because of these contradicting findings, more research into these elements that may influence this association is required. Impulse buying, both virtual and offline, has a positive effect on retailers and investors in terms of gaining profit, and so needs further research to have a better knowledge of the situation (Utami, 2019)

The current study proposed an online shopping study that shows self-esteem and hedonic motives as the primary motives that persuade consumers to make shopping behavior, and both of those motives contrast sharply with the third investigated motive, namely, the utilitarian motive, As a result, the model under consideration is expected to provide essential insights into online shopping behavior (Indrawati et al., 2022) Researcher wants to find out how prestige value and utilitarian motive influence shopping behavior through shopping intention and how hedonic motive and self-esteem motive

influence online shopping behavior through impulsive shopping tendencies. Furthermore, the current research will assist marketers in better understanding the differences in responses to items that provide both emotional (hedonic, prestige, self-esteem) and practical (utilitarian) qualities. Moreover, marketers should create marketing strategies such as advertisements and attractive e-commerce websites by providing only relevant and useful details to motivate potential impulsive customers through visual experiences. Finally, the findings of this study will pave the way for future researchers to look into more elements to help practitioners/marketers predict consumer requirements and wants using digital technology and position their products correctly.

THEORETIC

E-commerce uses a website to conduct business or manage the sale of goods and services via the internet. Online retailers can reliably deliver easy, informative, and personalized content for many consumers and organizations (Kotler, 2012). As consumers become more mobile and connected, time will be the most valuable resource in their life. They expect companies to respond to their demands quickly and efficiently (Kotler et al., 2017). Consumers use e-commerce platforms to explore, choose and buy goods and services to meet their demands and desires (Awais et al., 2022). but what motivates customers to do online shopping can be slightly different (Zafar et al., 2021). Consumers may now search and compare wide product expansives, make wish lists, and take advantage of strong solidities like as search personalization, and social networks in the digital age (Barta et al., 2021).

The utilitarian motive is concerned with purchasing a product for its practical usefulness (Fernandes et al., 2020). Consumers that engage in utilitarian browsing use criteria and goal-oriented behavior to purchase items, and also evaluate risk control measures and accomplish consumer decision-making goals (Abdul Hamid et al., 2019). When customers behave for utilitarian reasons, they are more likely to strive to obtain the best product without spending so much time exploring and assessing options. Customers will be motivated to engage in online buying by the simplicity and speed of information access on the online platform. as well as the enormous amount of information provided with just one click. Furthermore, customers who use online platforms are more likely to buy a specific product on time and easily to prevent disappointment and inconvenience

(Fernandes et al., 2020). The hedonic motive, in one contrary, is the purchasing process as like enjoyment, luxury goods, its genuinely focused on self-interested needs, desire,s and personal expression (Park et al., 2012). Online buyers could also be motivated by hedonic factors. The growth of the Digital ecosystem, combined with users who use it regularly, has resulted in enjoyable online exploring experiences and even enjoyable online hopping (Barta et al., 2021). Prestige value represents social value in the online context. The prestige of individuals increases from their experience, which is related to social value. (Williams et al., 2017) consumer shopping digitally is strongly affected by utilitarian shopping value (Fernandes et al., 2020). Credibility and utilitarian value affect internet purchases more than other considerations (Harahap & Amanah, 2020)

Impulsive buying is the base of the emotional and psychological impacts that motivate people to make unplanned buying to meet their requirements (Zheng et al., 2019). Additionally, in business, the term "impulsive buying" can refer to an unanticipated, persuasive, challenging, and joyful shopping activity (Hasanpoor et al., 2019) Impulsive buying and self-esteem are negatively correlated, The likelihood of making impulsive purchases drops as self-esteem increases. Additionally, consumers with higher levels of self-esteem have strong self-confidence in their preferences and characters (Amos et al., 2014). The other way around, according to a study, those who are less confident tend to purchase things impulsively (Abdul Hamid et al., 2019). Impulse shopping as an activity to counteract unpleasant feelings. Therefore, it may be said that customers with higher self-esteem won't make unplanned purchases (Phan et al., 2020). According to the studies, utilitarian motives and shopping behavior are correlated (Shahpasandi et al., 2020). The importance of the utilitarian element in the online shopping process is likely to raise the likelihood that a customer will convert their intention to shop into a real purchase (Indrawati et al., 2022). The urge to buy, or the tendency to shop on an impulsive basis, naturally arises when a consumer explores an online platform. The more the consumer explores it, the more likely it is that they will buy anything (Phan et al., 2020).

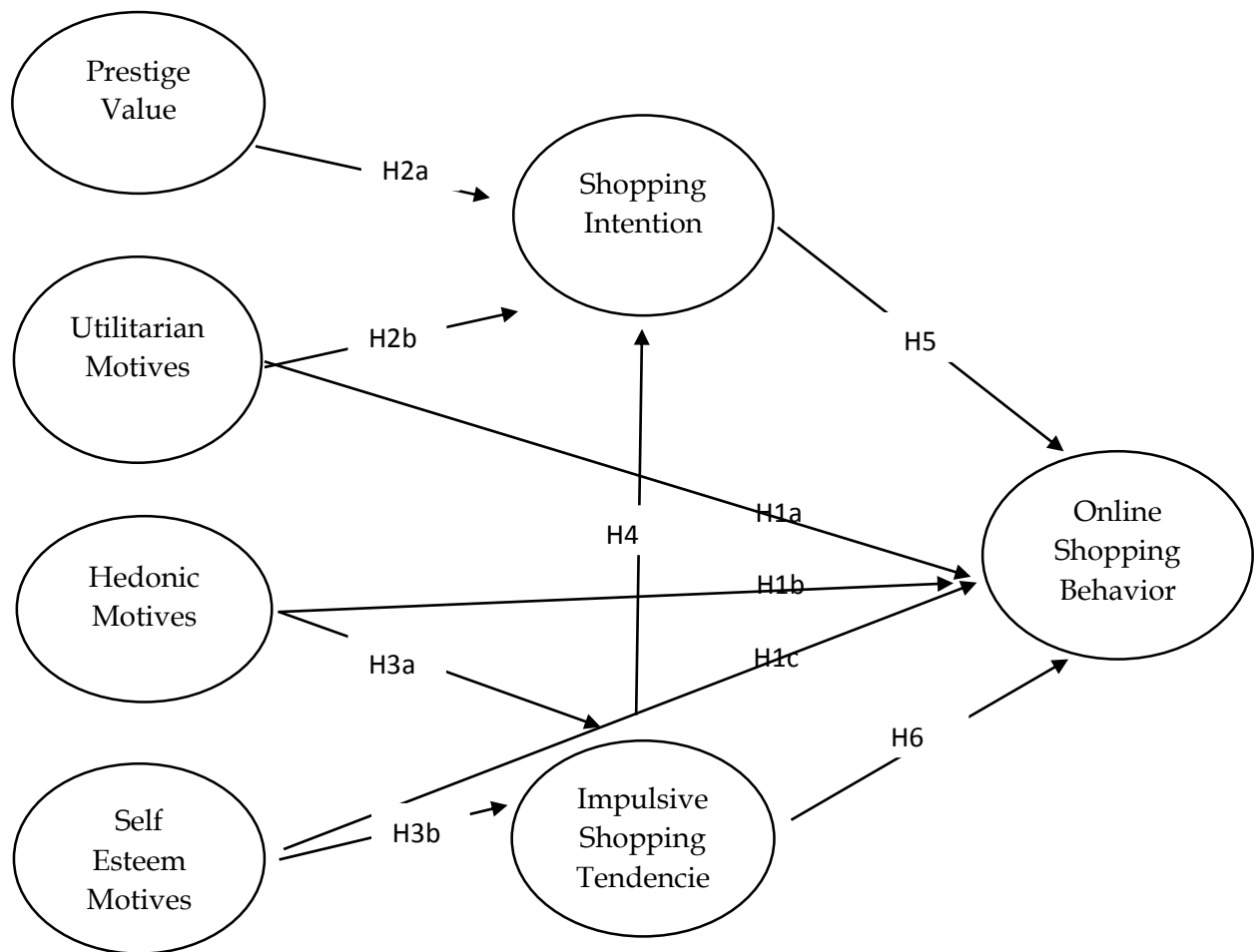


Figure 1. Conceptual Framework

METHOD

Non-probability sampling, particularly quota sampling, is used in research (Uma Sekaran & Roger Bougie, 2016). In this study, a non-probability sampling approach is adopted, and the researchers adjust it based on the theoretical framework. Using the questions (1) Are you, an e-commerce user? (2) Do you purchase products through e-commerce in the past 3 months? For this research, 325 responses were gathered via Google Form, although only 302 met the criteria of having used an e-commerce platform during the previous three months. In the introduction, researcher mentioned the purpose of this research. Also, all the data filled in by respondents are confidential and will be used only for research purposes. All the questions are scored on a 5-point Likert scale, with 1 being a strong disagreement and 5 representing a strsolidreement with the items in the question.

RESULTS

Respondents who filled out the survey in this research are Jakarta citizens who have experienced shopping online in the past three months. The most popular e-commerce platform used by respondents is Shopee 30.8% with 93 respondents and followed by Tokopedia,, 12.6% with 38 respondents, 31.8% of respondents also use both apps between Shopee and Tokopedia in tthree past 3 months. The majority of respondents are women 58,.9%, and Men 41.1% The majority of respondents work in private companies, and the majority of respondents' salaries range from 5mio-15mio rupiah per month

The conclusion drawn from descriptive statistics is that prestige value is measured using 7 indicators and result shows that E-commerce platforms provide customers the impression that they employ advanced technology in their daily lives. For utilitarian variable,result indicates that customers browse around e-commerce platforms to learn more about the products they want to buy, but they do not browse online or through e-commerce platforms to get the most out of the products they buy. Result for hedonic motive shows that customers enjoy browsing the web to pass the time, but customers don't use the internet to get away from their current problems. Self-esteem variable, determined by two indicators, it indicates that consumers occasionally feel unimportant, they don't like to feel like failures. for Shopping intention variable, result indicates that customers have the intention to do online shopping in the future. There are 12 indicators measuring Impulsive shopping tendency and it indicates customers get excited when they find stuff to purchase online, not only because they enjoy it but it based on their needs as well. Last but not least, for online shopping behavior it is measured by 4 indicators, and it indicates that customers do online shopping occasionally, and customers don't purchase stuff online in daily basis.

Confirmatory factor analysis, or the CFA test, uses the measurement model method. CFA is used to determine whether the indicators are one unit, are unidimensional, or whether they are constructs of the study variables. Construct reliability testing was also done for the CFA analysis. Reliability should be greater than 0.6; this study has 302 respondents and based on sample size, factor loading should be greater than 0.35 (Hair, 2017). The outcomes of the stage measurement model on each of the following variables can be seen to confirm whether there are signs exceeding the limit. All factor loading

values are more significant than 0.5, and it indicates that all indicators are legitimate and up to par. So, the indicator is a component of the variable construct. Construct dependability is more than 0.6 as a result. These findings show that every sign in the variables has complied with the validity and reliability requirements. The structural model stage comes next once the measurement model stage is completed. The structural phases of this model guarantee that the model is consistent with the data and that the variables under study influence one another. The Structural Stage Fit Model was examined before the hypothesis was investigated.

The structural stage analysis can begin once all the presumptions are true. The model's suitability must first be assessed as a preliminary step. Model appropriateness measures how well the model estimation outcomes fit the input research data matrix. Modifications are done if the model fit test falls short of the requirements.

The calculations demonstrate that the RMSEA criteria offer a conformance index that complies with the suggested limits. The TLI and CFI indexes, however, only produce mediocre results. There is only one index overall that displays the outcomes of model fit. Based on the concept of parsimony, if one or two of the fit criteria for the model have been filled, the model has been pronounced fit (Solimun, 2002). Because there is one goodness of fit criterion that is fit, it can be inferred from these numerous conformity indices that the structural model or structural model of all the proposed variables is fit or has a good fit and that no indicators need to be removed from the variable.

Based on the value of CR, parameters can determine whether there is a partial effect (Critical Ratio). The provisions of the level of significant = 0.05 are used to assess if there is an influence of exogenous factors on endogenous and endogenous on endogenous. There is an effect of exogenous variables on endogenous or endogenous on endogenous if the significance level is less than 0.05. Likewise, if the significance level is greater than 0.05, neither endogenous nor exogenous factors impact the other.

The SEM test results and each variable's standardized SEM coefficient value are shown below.

Table 1. Structural Equation Model Test

Hypothesis		Estimate	C.R.	P	Result
H1a	Utilitarian motive has positive influence towards online shopping behavior	0.042	0.831	0.406	Not Supported
H1b	Hedonic motive has positive influence towards online shopping behavior	-0.114	-2.093	0.036	Supported
H1c	Self-esteem motive has positive influence towards online shopping behavior	0.038	0.708	0.479	Not Supported
H2a	Prestige value has positive influence towards shopping intention	0.189	3.397	0.000	Supported
H2b	Utilitarian motive has positive influence towards shopping intention	0.350	6.099	0.000	Supported
H3a	Hedonic motive has positive influence towards impulsive shopping tendencies	0.405	6.206	0.000	Supported
H3b	Self-esteem has negative influence towards impulsive shopping tendencies	0.386	5.463	0.000	Supported
H4	Impulsive shopping tendency has positive influence towards shopping intention	0.393	6.162	0.000	Supported
H5	Shopping Intention has positive influence towards online shopping behavior	0.709	9.280	0.000	Supported
H6	Impulsive shopping tendencies has positive influence towards online shopping behavior	0.298	4.487	0.000	Supported

Source: AMOS data, 2022

The model's structural phases were calculated, and the findings indicate that there are only 2 associations between variables self-esteem on online shopping behavior and utilitarian motives on online shopping behavior—that have p values more than 0.05 and not significantly affect online shopping behavior. At the same time, other variables interactions have a major impact. The link between hedonic motives and online shopping behavior has a considerable negative impact; otherwise, other variables have beneficial effects. When there is a positive correlation between two variables, it follows that customer's tendency to shop impulsively will grow as well as their sense of self-worth and hedonic motivation. Additionally, if a customer's prestige value increases, they are more likely to shop impulsively and with a utilitarian motivation. Online buying behavior will also rise along with impulsive shopping inclination and intention. The increase in hedonic motive, on the other hand, will negatively affect online client purchase behavior.

CONCLUSION

The current study examined the roles of four different motives, including prestige value, utilitarian, hedonistic, and self-esteem, as predictors of online shopping behavior through the mediation of impulsive buying and shopping intention. This research shows that utilitarian motives doesn't influence online shopping behavior directly. There is difference compared to the previous study, which showed that utilitarian motive influenced online shopping behavior. We can see there is a difference in respondent's profile. Respondents at an earlier study were mostly university students, and the majority of respondents in the current research are employees with salary up to 15 million. It shows that they have different motives for finding the right product to purchase digitally. The result also indicates that shopping intention is the biggest influence for online shopping behavior, with a significant p value and a critical ratio of 9.280. this statement is also supported by previous research. Online shopping behavior is affected by shopping intention compared to impulsive shopping tendencies (Indrawati et al., 2022). This can help businesses to create better strategies to focus on shopping intention (Indrawati et al., 2022).

According to the findings, buyers don't want to compare prices before making a purchase. Knowing this can help marketers develop strategies to boost customer loyalty and keep customers returning to a particular online store rather than visiting other online stores on an e-commerce platform. The outcome also demonstrates that even while users enjoy browsing the internet, they are still focused on their problems. Marketers can produce more entertaining content and product giveaways to help customers decompress and enjoy their online shopping experience, which can lead to buying products. This study also shows that customer has reasonable confidence. Based on this result, marketers can create various product categories that can increase their pride and confidence.

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