



Factors influencing Consumer Purchase Intentions towards Online Shopping through Social Networking Sites (Facebook, Instagram)

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Abstract

With the advent of E-commerce, social media sites have also been in limelight seen as a hub of online shopping and have been influencing in gauging consumers in their grappling of purchase-related intentions and decisions. In this study, we focus online purchase behavior of consumers on Facebook and Instagram. We endeavored to throw light on aspects of the online purchase behavior of consumers, like that consumers attitudes, subjective norms, and perceived behavioral control consumers undergo while shopping online through Facebook and(or) Instagram, positing hedonic and utilitarian values as research mediating variables. To analyze the buying behavior of consumers on Instagram and Facebook as a growing medium and at the extent to which users show engagement in it, we use Structural Equation Modeling (SEM) to validate and test our hypothesis. We surveyed Google Docs. questionnaire from 260 users where were Facebook and Instagram users. We disseminated our survey questionnaire through WhatsApp messenger, Facebook, and Instagram inbox. A few of them we collected through paper. We executed the test on SmartPLS research software. We came to find I) Consumer attitudes and perceived behavioral control showed a significant and positive influence over utilitarian and hedonic value. II) We also found that Subjective norms have a negative influence over utilitarian value. III) We also found that purchase behavior also shares a positive and significant relationship with utilitarian and hedonic value. We can conclude based on our studies and founded results that the product selling or brand pages have a great scope and a large potential to exploit the impacts and influences of main drivers such as the attitude of consumers, perceived behavioral control, and subjective norms that come in play while consumer endeavors to intend to buy or make a purchase.

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The marketers should study deeply on the consumer reviews and patterns by which they buy or make intentions to buy online through Instagram and Facebook and formulate the strategies that would facilitate them in creating new opportunities since one is unable to control the aforementioned factors but can exploit and influence them to facilitate online marketing strategies and creating opportunities.

Keywords: Consumer attitude, subjective norms, perceived behavior control, utilitarian value, hedonic value.

Introduction

Digital transformation has brought many changes in all business sectors. Online marketing has grown increasingly popular and revitalized shopping habits through social media networks e.g. (Facebook, Instagram). The behavioral intentions of customer-perceived value are the main focus of brands to attract more customers by providing detailed knowledge about the products and to keep strong the interpersonal relationship of brands and consumers.

Social media platforms become the best and most efficient source to attract more customers and exploit new sources. Brands and consumers have a changing role to play in the organization's strategy given the choices made available to consumers and the prominent role of social media marketing being that they now have an impact on the economy. Social Media Platforms (SMPs) are increasingly used as platforms to persuade others to buy certain products and to offer recommendations based on experiences. Social commerce is a vehicle that promotes services or products and has transformed the world of marketing by making the consumer purchase process highly engaging and interactive. Due to the rise of online shopping and the amount of time spent on social media, social media impacts consumer buying decisions and online shopping shortened the customer's journey.

Instagram and Facebook is a short duration of time have proved to be a major site for marketing and selling for business ventures and a growing acceptance among younger generations and highly visual interaction (Copeland and Zhao, 2019). In an increasingly competitive market where products in many categories are functionally highly similar, consumers started to base their buying decisions not only on functional characteristics but mainly on the experiences around the products and services. We have seen that sites like Facebook and Instagram entice a quick blinking response based on impulse rather than lonely thought, contemplated, and conscious response. (Leng 2013) Early studies on the feature of online shopping on networking sites have shown the way images shape emotions that trigger the virality and exhibits quick emotional response, and researches about how fashion models and influencers photos shape the consumer's buying conscience (cf Berger and Milkman, 2013; Bakshi et al., 2014) and studies on why human faces are deemed more shareable than other contents and why goods and shopping stuff look more attractive and worth buying on social networking sites. (Deza and Parikh, 2015) Many studies have been conducted on psychological perspectives of images and presentation that influence motivations, behaviors, conscience, and motivations that are connected with visual content that appears attractive to minds (Bakshi et al., 2014; Berger and MilkMan, 2013).

This study will address the extrinsic and internal factors grounded in mental efforts the consumers undergo in integration with one's knowledge when doing online shopping from Facebook and Instagram and what factors influence the buying behavior in decision making of a purchase. This study evolves understanding of online shopping behavior on social media networking sites such as Instagram and Facebook concerning constructs of consumer Attitudes and mood, subjective



norms from the surroundings, as well as Perceived behavior control in matters of perceived ease of payment, flexible geographic location, perceived ease of networking, perceived comfort, etc. However, there's still not much research done upon visually centered social networking sites such as Instagram and Facebook, as compared to other sites. (Djafarova and Rushworth,2017).

Literature review

The people revolving around you either family members, friends, colleagues, class fellows, associates consciously or subconsciously exert pressure on you to perform or refrain you to perform a certain action. This pressure of subjective norms would influence the individual's Intention to buy and behavior that leads to the actual purchase.

(Han-Shen Chen, Chia Hsing Liang, Hung Yu Kuo, 2020). The study shows that the influence of eWom and influence by celebrity brand endorsers, Instagram bloggers, Facebook models, fashionistas, etc. influence the buying Intentions and buying behavior of individuals through their social media influence by setting the subjective norms on social sites such as Facebook and Instagram. (Hsin Chen Lin, Patrick Bruning, Hepsi Swarna, 2018). Copeland and Zhao suggest that the influence generated by subjective norms of the revolving people and society shares a positive relationship on Instagram purchase behavior and subjective norms after 2010. (Lauren Copland and Li Zhao, 2020). The findings by Ozturk have shown a positive relationship between users' Intentions of purchasing through Instagram and Facebook and subjective norms. (Ozturk, A.B Nusair, Okumus F, Hua N, 2016).

The utilitarian value, as well as the social and economic value of Instagram purchase, has an overall positive effect on subjective norms. Also, subjective norms were seen to have a positive influence on purchase behavior (Yan Jae Jang, AHN Sun Choung, 2020).

Studies by Yang and Jiang mentioned that hedonic value has a significant positive relationship with advertising and shopping on Instagram and Facebook (Jing Yang, Mengtian Jiang, 2021). There is a lot of conventional capitalizing and scope of other ways of capitalizing on Instagram by which brands make influencers attract more and more customers and brand promotion through their impact. (Pookulangara, Parr, Tanof, Nix, 2017).

Subjective norms have a positive and significant association with Hedonic value.

Subjective norms have a negative association with Utilitarian value

Attitude

Attitude refers to the individual's set of beliefs, cognitive information, past experiences and interaction with a product or brand, or a kind of perceived association he holds with the product or brand in terms of either positive, neutral, or negative. The more positive the attitude is towards a certain brand or product, the stronger probability of the online actual purchase it possesses. Duffet suggests that the online advertisement on Facebook has a major role in forming attitudes to mold purchase intentions online thus influencing the actual purchase positively as well (Duffet, 2014). Usually the variable influence and extent of factors like infotainment, attractiveness, and reliability maneuvers the attitude of a consumer purchase intentions on Instagram which also comes influences the actual purchase. Gaber, Wright, and kool also argue in their paper that there's a positive significant relationship between an individual's attitude and online purchase intentions (Gaber Wright, Kooli, 2019). Aktan reports the otherwise, saying that the negative attitude may



prevail if the online point of purchase and advertisements aren't up to the mark or are repetitive, manipulative, irritating, or unwanted (Aktan, 2016)

Haro proved in his studies that Attitude may act as a non-dependent predictor which is free and has a vital influence on buying intention (Haro, 2016). On the other hand, Vermeir and Verbeke mentioned that not always a positive attitude signifies a wished positive purchase Intention (Vermeir, Verberke, 2008). Chang and Liou say that the relationship of consumer attitude is fairly positive and has a vital role in determining the overall hedonic and utilitarian values of consumers (Chang, Liou, Yang, 2016). Haro also found that there's a positive and significant relationship of consumer attitude with actual purchase behavior in his studies of online consumer purchase intentions for Halal food (Haro, 2016).

H_{1a}. Attitude has a significant and positive relationship with Hedonic value.

H_{1b}. Attitude has a significant and positive association with Utilitarian value.

Perceived behavior

Perceived behavior control refers to the level of ease or difficulty an individual perceives while undergoing a task or an action. According to Ajzen, perceived behavior control is determined by the various surrounding factors of the outside system. Factors such as consumers' acknowledgment of their weaknesses and abilities, their memory and experiences of previous occurrence and incidents of their lives (which determine their either positive, negative, or neutral association), combined with the individual's responsibility in a controlled way to it (Ajzen, 2002). It has been observed that the awareness and acknowledgment of consumption patterns by the consumers would influence their risk weights and measures of interests and costs that would impact their shopping on social media sites like Facebook and Instagram (Chen, Liang, Liao, Kuo, 2020). In other words, Instagram and Facebook, consumers generally make behavioral perceptions about product or brand under question on basis of uploaded reviews by happy customers, positive comments, likes, shares, interactive images and visuals and videos on the product or brand pages on Instagram and Facebook (Cloatrack, 2021). Khoa and Nguyen interpreted the positive and significant relationship with hedonic values in online shopping on social media sites (Nguyen, Khoa, 2019). Wu and Lee's studies found that Perceived behavior has a positive and significant effect on the utilitarian value of online shopping as well (Lee, Wu, 2017). Lorenz et al. suggests that the buying Intentions of individuals are vitally influenced by factors of perceived behavior (Lorenz et al., 2015)

Purchase intention

Purchase Intentions refer to the measurement of an individual's cognitive, behavioral, and influence from surroundings that motivates him to buy a specific idea, service, or product (Haro, 2016). Studies by Hussain showed us that Facebook's check-in feature on-location negatively impacted the buying decision whereas the essential features on Facebook pages of Brands such as Like, Share, comment, and buying tag positively influenced the purchase intentions and well as an actual purchase (Hussain, Shaheen, Afaq, 2019). It is even seen that web design and website quality along with brand accessibility influenced the trust and risk factors, thus affecting the intentions to purchase. Studies by Nuttamon, Rompho, and Phadoongsitthi in their research on the understanding relationship between Instagram shopping and purchase Intention showed us, the



determinants of messages of infotainment, the involvement and advertising, and perceived ease of use positively affect the intentions of behaviors of consumers while shopping online on Instagram (Amornpashara, Rompho, Phadoongsitthi, 2015). It would not be correct to equate purchase Intention to actual buying behavior but there has been seen a significant influence of buying behavior over actual buying (Sethi, Kaur, Wadera 2017). It has been observed that purchase Intentions of online consumers aren't much clearly affected by Perceived control and Subjective norms are positively affected by Hedonic value of online shopping and the actual (utilitarian) function of online shopping through Facebook and Instagram

Behavior:

Buying behavior -Effect of Facebook, Instagram, and YouTube advertisement (Karadeniz, Kocamaz, 2019). Purchase behavior refers to the point where a consumer indulges in decisions making and actual purchasing. It is a central point in online shopping (Karadeniz, Kocamaz 2019). Studies have shown about online purchase behavior has a positive and significant association with intentions of shopping online (Yan, Urquhart 2018). Online purchase behaviors are shaped by experiential behaviors and experiences and memories related to online shopping overall. If satisfaction was not attained in past experiences due to any reason or factor, it negatively impacts purchase behavior next time of consumers (Avcilar, Ozsoy 2015). Thus the willingness and preference to buy online from Instagram and Facebook depends heavily on past experiences and memories related to the online shopping experience, perceived behavioral control and perceptions, as well as word of mouth, peer pressure, reviews, and experiences from surroundings all affect the purchase behavior of an individual.

Utilitarian value:

Utilitarian value accounts for the actual utility, function, and task-oriented consumer behavior. Consumer behavior discipline suggests utilitarian value as efficiently obtaining the services and products, whereas in shopping it is seen as a goal-driven task of acquiring products fulfilling the actual basic need or necessity. Studies by Chen showed that the utilitarian values have a positive and significant relationship with perceived behavior control due to reasons such as ease of use, privacy, convenience, involvement of joy and pleasure, safety to use, etc. of a brand, service, product, or idea. (Chen, Liang, Liao, Kuo, 2020). Utilitarian values that consumers gain from online shopping on Instagram and Facebook incorporates location convenience, ease of placement, price accessibility, quality determining, cost-cutting, comfortable to purchase. Payment accessibility etc. Overby and Lee's study over Hedonic and utilitarian shopping values on consumer preferences and intentions showed us that there's a positive and significant relationship with constructs of Utilitarian value and purchase intention thus share a positive and significant relationship with actual purchase as well (Overbuy and Lee, 2006). People tend to have preferences and intentions when they're satisfied with the function and utility of a product or a task like shopping. Yang reiterates in his paper and proved that subjective norms do influence utilitarian value. He added that perceived behavioral control also has a positive and significant association with utilitarian value (Yang, 2018).

H2a. Utilitarian value has a positive and significant association with purchase intention.

H2b. Utilitarian value has a positive and significant relationship with intentions of purchase.

Hedonic value:

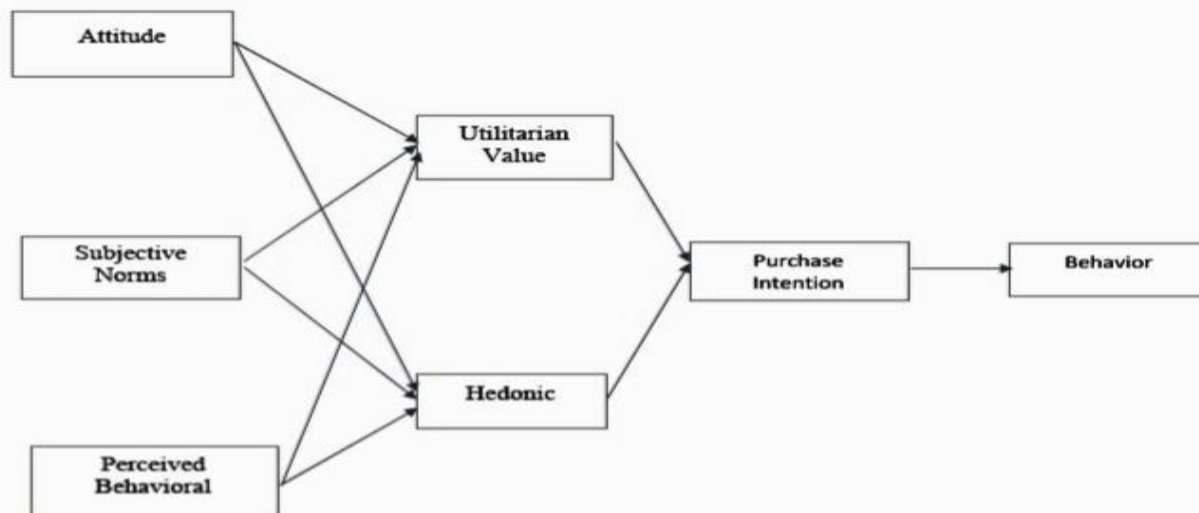
It may be explained as an element of the value obtained through experience and emotion Integrated with the acquisition of a brand, product, service, task, or idea. In our paper's context, Hedonic value incorporates the elements of excitement, pleasure, interest, disinterest, fun, escapism, entertainment while doing online shopping. When looking for a product or service online on Instagram and Facebook, Hedonic value is attained through search satisfaction, getting information about new products, interesting visuals, probable purchase intentions, online tutorials, etc. which are crucial while shopping or intending to shop online on social networking sites. According to Ozkara, Hedonic value shares a positive and significant association with consumers' intentions in online shopping (Ozkara, 2017). Due to the unparalleled expansion of social media sites' features and novelty in functions, online shopping gives you an amazing experience of joy, excitement, uniqueness, and escapism that entices preferences and intentions to buy among consumers.

The hedonic value acts as an added value to the actual and functional utilitarian need of online shopping. If the Hedonic aspect of online shopping through Facebook or Instagram derived before was positive and pleasantly engaging it will affect positively the purchase behavior next time. Kuo in his studies mentioned that hedonic values are the main drivers behind impulse behavior in online shopping (Kuo et al., 2020).

H3a. Hedonic value has a positive and significant association with Purchase intention.

Mediating impacts of utilitarian and hedonic value:

Lin et al., pointed out that values that are utilitarian and hedonic affect the searching preferences in online shopping and have a positive and significant relationship with purchase behavior of actual buying (Lin, 2018). The aspects of aesthetics, advertisement, visual representation on Facebook and Instagram online shopping are hedonic drivers whereas comfort, ease of use, privacy, ease of placement, multiple modes of payment, quality of the brand, product, or service comes in utilitarian notions that together impact the searching preferences and thus motivates one to actual buying decision and behavior. The product of utilitarian and hedonic values combined are innovation, visual aesthetics,





promotions, and facilitation (Lin, Bruning, Swarna, 2018). Hayashi and Mehmood found that the online purchase behavior of consumers shares a positive and impacting relationship with Hedonic and utilitarian values positing a mediating role (Hanayasha and Mehmood, 2015). Studies by Hashmi, Atiq, and Rasheed showed us that web design and perceived behavior control that boosts online impulse buying has also affected utilitarian value in a mediating role (Hashmi et al., 2019). The aforementioned findings show us that the consumer attitude, subjective norms and perceived behavioral control affects the mediating positions of utilitarian and hedonic constructs and significantly affect them. Purchase intentions and behavior are also affected by utilitarian and hedonic constructs in their mediating roles.

Methodology:

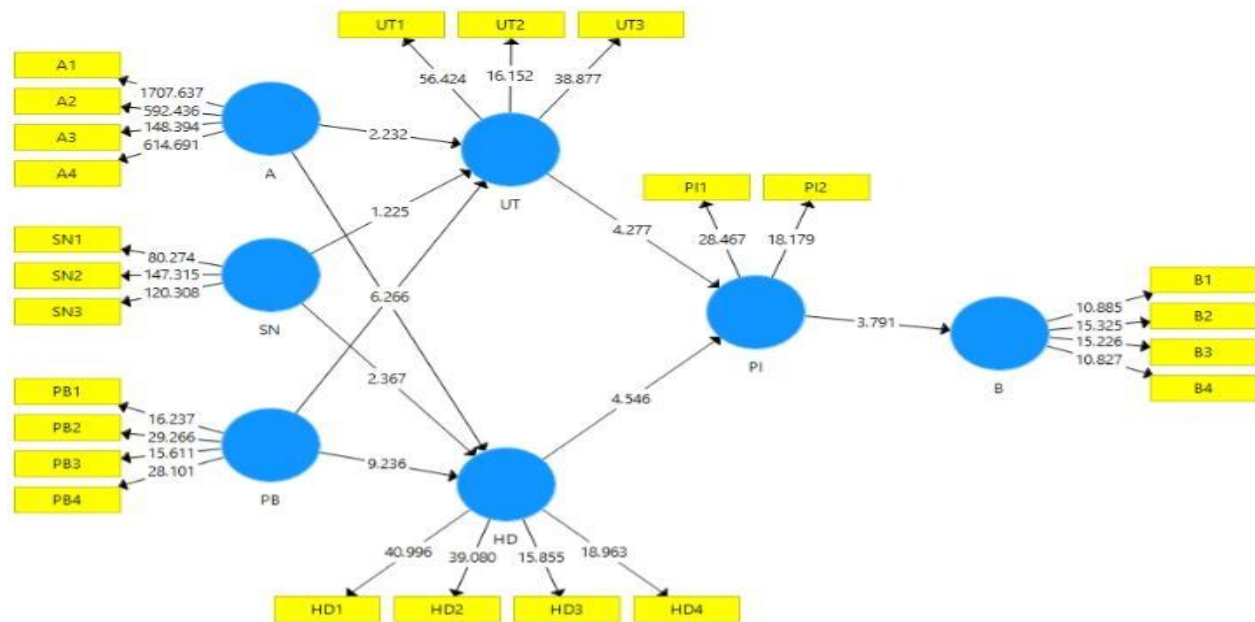
The area of our studies was online shopping behavior on Facebook and Instagram. It depends on the product or brand which is subjected to be purchased or is intended to be purchased, that either high involvement or low involvement product that is bought online through Instagram or Facebook. The target of our studies was mass users of Instagram and Facebook who do online shopping or are potential customers of online shopping through Facebook or Instagram. Our study was qualitative. We disseminated an online questionnaire survey of Google docs on WhatsApp messengers, WhatsApp groups, Facebook inbox as well as on Instagram inbox, however few responses we collected on paper. We executed our test of data on Smart pls. We ran the models of structural equation modeling and measurement. We used the 5000 bootstrapping model for a structural model to test the hypothesis.

Result:

Since we did not consider a particular gender or age group as a target, our survey was open for every age group, gender, geographical location for those who use Instagram and Facebook and are online shoppers or potential online shoppers. Our survey revealed the stats that out of 260 survey responses, 56.9% were women who took part in a survey, while men were 43.1% who responded which is significant and sufficient. We disseminated most of our survey questionnaire online through Instagram and Facebook inboxes as well as through WhatsApp messengers, the respondents were mostly Millennials aged between 21-30 comprising the gigantic extent of 73.8% of our sample. Below 20 years of age constituted 21.2% of our sample, while around 12% of the sample were individuals aged above 40-50. Very few of our respondents were people above 50 years of age. Since we disseminated most of our questionnaires among university and college students, about 58.8% of respondents agreed to have work experience of less than one year. 24.6% of respondents



said to have experience of 1-3 years of work. 9.6% said to have worked for 4-6 years. Around 5% said to have worked for over 7-10 years and 5% said to have worked over 10 years.



The total variables including the outside variable are 7 in number. During measurement model testing, we discovered that in the outer loadings, all of our constructs are above the standard value of 0.7. All the items of VIF were less than the standard VIF value of 5. All seven constructs had also the values of Average Variance Extract (AVE) all above 0.5 which shows that all elements translate their variance on their own instead of indicating errors. It is enough to consider that the given data is valid as well as reliable.

Constructs	Items	Outer Loadings	VIF	ronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Attitude	A1	0.999	1.544	0.997	0.998	0.998	0.991
	A2	0.997	1.904				
	A3	0.990	1.580				
	A4	0.997	1.758				
Subjective norms	SN1	0.974	1.541	0.997	0.997	0.985	0.956
	SN2	0.980	1.505				
	SN3	0.980	1.307				



Perceived behavior	PB1	0.785					
	PB2	0.846	1.100				
	PB3	0.775	1.481	0.829	0.836	0.885	0.659
	PB4	0.839	1.418				
Utilitarian value			1.583				
	UT1	0.920	1.362				
	UT2	0.711	1.785	0.798	0.804	0.884	0.721
Hedonic value	UT3	0.900	1.837				
Purchase intention	HD1	0.871	1.109	0.833	0.848	0.887	0.664
	HD2	0.861	1.519				
	HD3	0.745	1.847	0.589	0.597	0.829	
	HD4	0.776	1.684				
Behavior							0.708
	PI1	0.866	3.133	0.868	0.871	0.909	
	PI2	0.816	3.133				
	B1	0.825	1.753				
	B2	0.866	1.786				
	B3	0.868	2.050				0.715
	B4	0.823	1.911				

Reliability and validity

We checked the discriminant validity of our data through both the Fornell-Larcker method and the Heterotrait-Monotrait method. The criterion to check discriminant validity is checking the data by diagonals making sure the value is great than the value which is below and with which is on the left side. Our findings by Fornell-Larcker were valid since the values in diagonals were greater than their counterparts on the left side and below values, which explains the tendency of values of explaining their constructs rather than indicating an error or each other's constructs. Hence it also proved to be qualified and valid.

	Attitude	Behavior	Hedonic value	Perceived behavior	Purchase intension	Subjective norms	Utilitarian value
Attitude	0.995						
Behavior	0.052	0.846					
Hedonic value	0.387	0.237	0.815				
Perceived behavior	0.263	0.249	0.536	0.812			



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Purchase Intention	0.278	0.438	0.372	0.841		
Subjective norms	0.150	0.242	0.198	0.204	0.987	
Utilitarian Value	0.313	0.512	0.438	0.438	0.165	0.849

Discriminant validity through Fornell-Larcker Criterion

All the diagonal values in table 3 are found greater than their below and left side values, which that means, the data is explain the variances of their constructs rather than explaining variances of other constructs. Moreover, table 3 represents the values of HTMT and in the table, all the values are found less than 0.85. That again means that this method also confirms that there is no issue of discriminant validity in the data. Hence, another tool of validity is found correct.

	Attitude	Behavior	Hedonic value	Perceived behavior	Purchase intension	Subjective norms	Utilitarian value
Attitude Behavior	0.092						
Hedonic value	1.155	0.153	0.815				
Perceived behavior	0.491	0.273	0.536				
Purchase Intention	0.700	0.095	0.438	0.450			
Subjective norms	0.303	0.084	0.242	0.702	0.470		
Utilitarian Value	0.889	0.061	0.512	0.421	0.461	0.452	



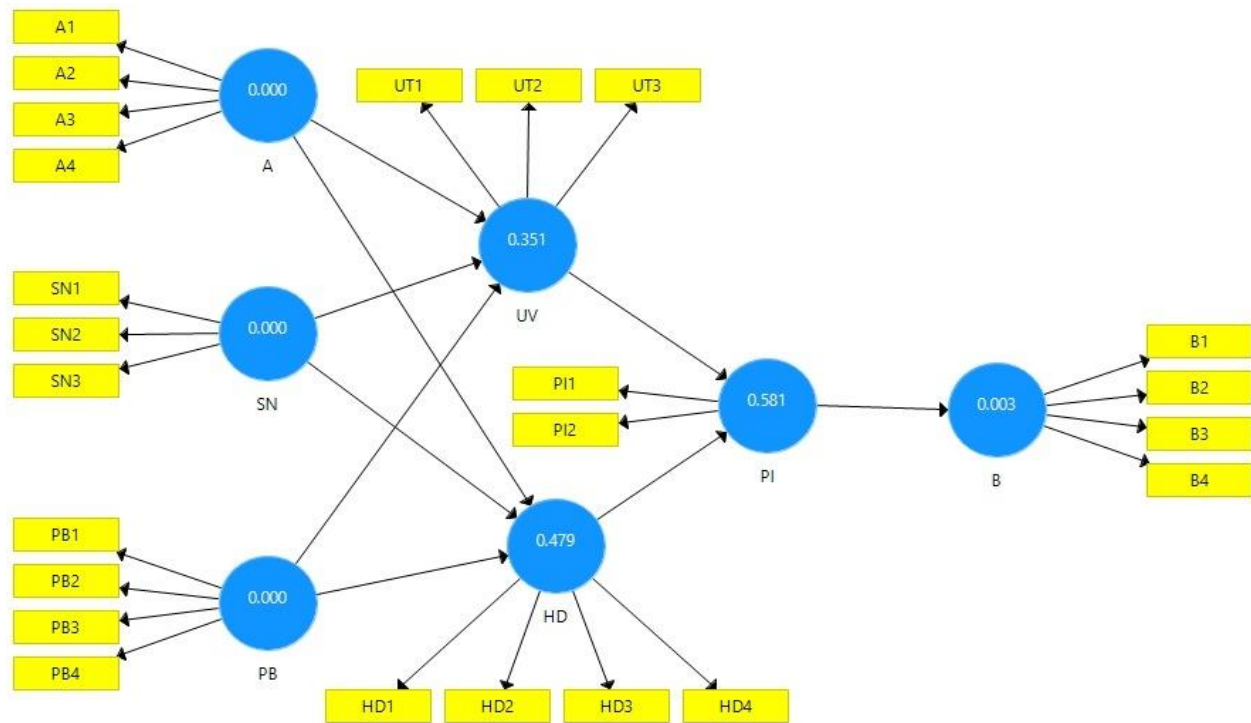
Discriminant validity through Heterotrait-Monotrait Ratio (HTMT)

The next criterion taken in the study was R square. Since there are only four endogenous available, therefore, four R square was found. The value of the R square of the construct intentions was given below which is considered to be a strong variance found in the data from the model given. Our outside variable was Behavior (B) which happens to have an R square value of 0.077. According to Hair et al., studies for marketing topics having an R-value of around 0.25, 0.50, and 0.75 can be deemed as weak, fair (moderate), or substantial (considerable, fundamental, essential) (Hair et al., 2013)

	R Square	R Square Adjusted
Behavior	0.077	0.074
Hedonic Value	0.366	0.358
Purchase Intention	0.253	0.247
Utilitarian Value	0.214	0.205

Besides R square, the fitness of the model was tested using the Q square method. In the SmartPLS, the blindfolding method was applied to find the values of Q square in the Construct Cross validated Redundancy. Table 5 suggested that the value of the Q square is greater than 0, hence the predictive power of the model is established.

	SSO	SSE	Q ² (=1-SSE/SSO)
Attitude	1008.000	1008.000	
Behavior	1008.000	1004.979	0.003
Hedonic Value	1008.000	525.253	0.479
Perceived Behavior	1008.000	1008.000	
Purchase Intention	504.000	211.189	0.581
Subjective Norms	756.000	756.000	
Utilitarian Value	756.000	490.665	0.351



Model Fitness

After checking all the relevant measures of validity and reliability, the study then proceeded towards checking the hypotheses. There were three hypotheses taken in the study that was proposed to affect the dependent variable, intentions to purchase sustainable products. The p-value of hypothesis gain motivations was found less than 0.05, the T value was also greater than 2. The variance explained with the endogenous variable was 16.8%. Hence, the hypothesis was proved to be positive and significant, therefore, it may be said that gain motivations affect the consumer intentions to purchase hybrid cars. The p-value of hypothesis hedonic motivations was found less than 0.05, the T value was also greater than 2. The variance explained with the endogenous variable was 24.9%. Hence, the hypothesis was proved to be positive and significant, therefore, it may be said that hedonic motivations affect the consumer intentions to purchase hybrid cars. The p-value of hypothesis gain motivations was found less than 0.05, the T value was also greater than 2. The variance explained with the endogenous variable was 39.8%. Hence, the hypothesis was proved to be positive and significant, therefore, it may be said that gain motivations affect the consumer intentions to purchase hybrid cars.

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Attitude>Hedonic value	0.253	0.252	0.056	4.531	0.000



Attitude>Utilitarian value	0.134	0.133	0.060	2.232	0.026
Hedonic value>Purchase intension	0.289	0.292	0.064	4.546	0.000
Perceived Behavior>Hedonic value	0.446	0.448	0.048	9.236	0.000
Perceived Behavior> Utilitarian value	0.389	0.392	0.062	6.266	0.000
Purchase intension>Behavior value	0.278	0.286	0.073	3.791	0.000
Subjective Norms>Hedonic value	0.118	0.120	0.050	2.367	0.018
Subjective Norms> Utilitarian value	0.069	0.071	0.057	1.225	0.220
Utilitarian value> Purchase intension	0.290	0.291	0.068	4.277	0.000

Conclusion and recommendations

This study involves the studying of independent variables with utilitarian and hedonic constructs in the roles of mediators within the frame of online shopping on social media sites such as Instagram and Facebook. The accessibility and user-friendly features of Instagram allow consumers as well as business ventures to make use of facilitated infotainment factors, involvement, and advertising through engaging visuals and perceived ease of placement, payment, and flexible location impacting the purchase intentions and actual buying behavior thus facilitating both entities. The formation of cognitive attitude, the experiences of past, the peer pressure and society expectations and perceived behavioral control of ease, accessibility, controllability, and flexibility that serves as an integral part of online business on Facebook and Instagram will have a significantly positive impact on the hedonic and utilitarian values of online shopping. Hedonic values are comprised of past experiences, experiential learning, mood, emotions, and feelings previously associated and are attained in online shopping engagement and level of involvement.

Whereas utilitarian values comprise the actual function of the product and possess the elements of comfort, cost-cutting element, ease of use, privacy and security, methods of payment modes, etc that are related to the actual utility value of online shopping on Facebook and Instagram. Studies have shown that the aforementioned factors of cognitive attitude, society norms, and pressure as well as perceived controlled behavior all contribute to impact purchase intentions positively and significantly thus reflecting the impact on purchase behavior on Facebook and Instagram online shopping. Those entities which are running online shopping businesses on Facebook and Instagram should contemplate more on forming strategies that focus more on hedonic and utilitarian values while considering the future directions. Businesses should take reviews from consumers, and maneuver their findings based on different personality traits, different perceived values by the individuals, different cultures people hail from. Marketers should yearn for knowing about consumer preferences and feedback and should carve their strategy



accordingly. These diverse sets of factors are uncontrollable what one can do is to exploit them to make most of these factors in the desired way.

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