

The Influence of Social Media Advertising on Purchase Intention Through Utilitarian and Hedonic Shopping Motivation: A Study at Beauty Care and Anti-Aging Clinic Service in Surabaya

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Abstract

This study examines whether online advertising on Instagram influences purchase intention through shopping motivation. The research uses a causal quantitative research method by surveying to 110 respondents. The results show that Instagram as a social media online advertising means has a positive effect on consumers' buying interest and both utilitarian and hedonic shopping motivations for beauty care products and services. While hedonic motivation influences the customer's desire to buy beauty care products and services, on the contrary, utilitarian motivation does not affect the interest in buying beauty care products and services. Products or services that related to beauty care, require high involvement from customers. Beauty products and services were purchased due to social reasons for personal appearance, which are products with high involvement that tend to be more related to hedonic criteria.

Keywords: Online advertising; utilitarian; hedonic; purchase intention; social media.

1. Introduction

The development of the beauty industry in Indonesia has grown quite rapidly in recent years (Nurfadillah, 2018). Associate VP Head of Hi-Tech, Property, Consumer Industry Markplus, Yosanova Savitry, stated that in 2018, the growth of the beauty industry in Indonesia far exceeds the growth of most countries in the world, reaching double digits of 16%. Surely this will have an impact on the increasingly fierce national beauty clinic business competition given the large number of new entrepreneurs opening similar business fields in Indonesia, (Sukarelawati, 2011) such as in the city of Surabaya.

In the midst of the intense competition in the beauty and anti-aging industry in Surabaya, business and creativity strategies are needed to continue to exist for the next few years. Further advances in technology with the presence of social media networks make it easy for business people to increasingly exist. As one of the leading social media, Instagram is a fun and unique media to market products and services through the function of sharing images, photos, and others. One of the main benefits of Instagram that separates it from all other social media platforms is that Instagram is photo-centric. Unlike other social media sites, Instagram only consists of photos and videos that can be accompanied by text. Having a photo or video-centric platform allows followers on Instagram accounts to remember a brand better and that makes them more likely to be involved with uploading content. These

two factors bring Instagram followers one step closer to purchase (Brandi, 2009). This supports Murdough's (2009) statement that social media, which includes online channels for sharing and participating in various activities, is an important way for a brand to communicate with market segments through online advertising.

Online advertising services on Instagram social media will cause visual stimuli that shape the attention and perception of potential consumers. Furthermore, hedonic and utilitarian factors or functionality are included in the entire system of online advertising engagement, and are manifested in aesthetic appeal, novelty, and appropriate challenges and feedback on (O'Brien, 2010). Online advertising on a web page or social media, has a method of approach called targeted advertising. Schumann et al., (2014) revealed that targeted and personalized advertising can evoke positive feelings when advertising is done correctly and is useful to meet the interests of individual consumers. When advertisements are targeted based on behavioral information, consumer reactions tend to be positive (Summers et al. 2016). In addition, the intention to buy is higher, when an advertisement meets consumer needs (Doorn & Hoekstra, 2013).

Guido, Capestro, and Peluso (2007) in their study entitled "Experimental Shopping Analysis of Consumer Stimulation and Motivational States in Shopping Experiences" states that in relation to individual stimulus, consumers can be in one of two motivational states: both telic, when individuals perform behaviors to achieve certain goals (for example shopping to buy

certain products), or paratelic circumstances, when they benefit from their own behavior, without pursuing specific objectives. In other words, individuals in a telic state tend to engage in purpose-oriented (utilitarian) activities, whereas individuals in a paratelic state are mostly interested in getting pleasure from the behavior itself (hedonics).

According to Lin and Lu (2015), if a customer gets a hedonic value while browsing the web, then the customer will be motivated to increase the time duration of visiting the website and will encourage repeat visits to the same web. Furthermore, customer values, both utilitarian and hedonic, will form loyalty, which will ultimately determine marketing success (Bilgihan & Bujisic, 2015; Stathopoulou & Balabanis, 2016). Chiu et al., (2014) show that utilitarian and hedonic values have a positive effect on repeat purchase intentions in B2C e-commerce. Ozturk et al., (2016) stated that utilitarian and hedonic values significantly influence the intention of the user to use continuously. Therefore, researchers previously proposed that utilitarian values and hedonic values would have a direct and positive effect on the intention to continue using and buying through websites or social media.

Research topics on online advertising on social media Instagram in service companies, especially in the beauty industry have not been fully explored and studied. Based on previous research that studies motivation and shopping behavior in the context of online shopping, there is no research that discusses the empirical phenomenon between online advertising with motivation and shopping behavior. Researchers are interested in developing a stimulus-organism-response (S-O-R) model in the context of online advertising in relation to shopping motivation and utilitarian and hedonic behavior, especially in the field of beauty care that must be done offline, by visiting beauty clinics. This research investigates the relationship between online advertising with utilitarian and hedonic shopping motivation which then relates to behavioral actions, namely purchase intention.

2. Literature review

2.1 Online Advertising

Online advertising is a form of digital artifact that has been used as a popular channel to promote commercial products and services, promote public goods, and communicate political agendas. While advertisers hope to create brand awareness and generate positive attitudes through online advertising (McCoy et al., 2007). According to Manchanda et al., (2006) online advertising is part of a website that is formatted for the

purpose of delivering marketing messages that try to attract customers to buy products or services.

According to Mohammed and Alkubise (2012), there are six online advertising items including: ad size, design features, type, content, place of ads on the page and quality of advertisements. In addition, Duffet (2015) states that advertisements must be made carefully so that they are interactive and stimulating. In the context of the internet, visual appeal has been shown to affect the quality of interactions between online stimuli and internet users (Chou, Chen, & Lin, 2015; Lee, Ahn, & Park, 2015)

2.2 Hedonic Shopping Motivation

The hedonic purchasing motive is related to the emotional needs of individuals for a pleasant and interesting shopping experience (Bhatnagar and Ghosh, 2004). According to Boedecker (1995) hedonism is related to pleasure and play rather than task completion and reflects the shopping experience side, which consists of pleasure, curiosity, fantasy, escape and pleasure. Hedonic values are more subjective and personal by shopping seen as fun, pleasure rather than a task that must be completed. Hedonic shopping reflects a form of entertainment and emotional value. Shopping motivation hedges are mainly based on the quality of the shopping experience rather than gathering information or purchasing products. Hedonic motivation is related to feelings and emotional motivation reported when making impulsive purchases (Baumgartner, 2002).

Previous studies have reported that impulsive buying is associated with an individual's hedonic motivation (Rook and Hoch, 1985; Tifferet and Herstein, 2012). Hedonic motivation is believed to be more personal and subjective when compared to utilitarian motives for an individual, producing pleasurable and playful emotions associated with impulse purchases (Babin et al., 1994). Hedonic motifs lead someone to buy for pleasure and/or pleasure (Gültekin and Özer, 2012). The desire for fun, entertainment and escape is related to hedonic shopping motivation (Babin et al., 1994; Childers et al., 2001). Babin, Darden and Griffin (1994) define hedonic shopping value as perceived entertainment and emotional value provided through shopping activities.

Arnold and Reynolds (2003) who have done research and found hedonic reasons why people go shopping, assume that there are six dimensions of hedonic shopping, namely: Adventure, Social, Gratification, Ideas, Roles, and Values. Therefore, consumers with strong hedonic motivation seek the enjoyment of the process rather than the usefulness of the product

purchased. Hedonic buyers receive satisfaction from the experience itself and the emotions it creates. This is also the main difference between utilitarian and hedonic consumers with regard to their motives (Mikalef et al., 2012).

2.3 Utilitarian Shopping Motivation

Bathnagar and Ghosh (2004) mention utilitarian buying motives including finding comfort, finding variety, looking for quality merchandise, and reasonable prices. In other words, the motivation for utilitarian shopping, according to Holbrook and Hirschman (1982) state that in the traditional information processing purchase model the buyer is a rational decision maker who wants to maximize utility by focusing on the tangible benefits of the product. Forsythe et al., (2006) conducted a study that showed that convenience, shopping convenience, and product selection (which are utilitarian benefits) caused a greater difference to be explained in the total benefits felt in online shopping, compared to the hedonic benefits felt when shopping on line. Therefore, it can be concluded that someone with higher utilitarian shopping motives tends to feel greater benefits in online shopping compared to other individuals who have lower utilitarian shopping motives (Sarkar, 2011).

In online shopping, utilitarian aspects are related to display quality, information availability, ease of use, and transaction convenience. Teo (2001); Grewal et al., (2004); Overby and Lee (2006), have also compared several studies of utilitarian aspects with the convenience and time-saving attributes of online shopping. To, Liao and Lin (2007) conducted a study to understand internet shopping motives with respect to utilitarian and hedonic shopping motives. The results revealed that the utilitarian motivation of customers affected their intention to search for information and to buy. Utilitarian motivation is defined as rational and goal-oriented (Bahtra and Ahtola 1991; Hirschman and Holbrook 1982). Applied to spending, it shows that benefits depend on efficiency during the acquisition process. The initiation of the shopping process for utilitarian buyers is triggered by the mission that must be completed, and the benefits felt by the shopper depend on the efficiency and completeness of the process (Babin et al., 1994).

Utilitarian motivation is noted repeatedly in the literature as one of two taxonomic strengths that involve consumers in the buying process (Brown et al., 2005 and To et al., 2007). Two dimensions of utilitarian motivation according to Kim (2004) are efficiency and achievement. Efficiency refers to the need of consumers to save time and resources while achieving refers to shopping-related destination goals where

success in finding specific products planned for early in the trip is important.

2.4 Purchase Intention

Spreng et al. (1995) reminded that the cost of retaining existing customers is no more expensive than finding new customers, therefore purchase intention is a very important consideration for marketers. Purchase intention is influenced by customer satisfaction (LaBarbera and Mazursky, 1983). The intention to buy is one of the most frequently applied constructs that was developed on the basis of this theory and applied on many occasions. Purchase intention has been found to be influenced by various factors and contingencies, such as product prices, availability of information and quality, product types, discount rates and others (Alford and Biswas, 2002). However, the buying process starts when consumers search for products, which in turn can lead to the purchase of certain goods. Therefore, it is very important to consider purchasing as a sequential step process, in which exploration activities precede purchasing activities (Mikalef et al., 2012). An attractive visual presentation of the product can accelerate the consumer's intention to buy the product (Then & DeLong, 1999). The more attractive visual appearance of clothes can influence the intention to buy online. Visual aspects of product presentation such as images of online products in the closest representation of end use, displayed together with similar items, and from various angles such as front and back, can result in higher purchase intentions for consumers and, in turn, increase sales for e-commerce (Then & DeLong, 1999).

Babin et al., (1994) also found that a state of strong positive feelings such as good, happy, satisfied, and beautiful can cause an increase in time spent in the shop, shopping, and liking for the store. Bitner (1992) also found that positive moods resulted in more favorable evaluations from stores and influenced customers to buy more goods. The relationship between consumer mood and purchase intention is also found in the work of Alpert and Alpert (1990) and Spies et al., (1997). Jamiszewski (1998) categorizes search behavior as goal-oriented and explore-oriented behavior. Destination-oriented consumers have big shopping plans in mind. The purpose of the search is to gather product information that they want to buy. On the other hand, exploration-oriented consumers do not have big plans in mind. The purpose of their search is to browse or window shop only. Research by Moe (2003) shows that search behavior which is oriented towards goals and exploration will influence purchase intentions. Destination-oriented consumers will generate purchase intentions once they find the shopping

information they need while exploratory-oriented consumers will make impulsive purchases or unplanned shopping behavior with emotional stimulation. It can be seen that the search will influence purchase intentions (To et al., 2007).

2.5 Online Advertising and Purchase Intention

Schumann et al., (2014) stated that online advertising allows websites to increase ad revenue by displaying ads selectively according to user's browsing behavior, socio demographics and user interests. Zhang and Mao (2016) concluded that clicking online advertisements will influence product evaluation, which in turn affects purchase intention and intention to spread WOM positively. Manchanda et al., (2006) prove that companies that sell health and beauty care products using online banner advertisements have relatively higher returns.

H1: Online advertising affects purchase intention

2.6 Online Advertising and Utilitarian Shopping Motivation

According to Putri (2015), in the case of an online clothing store on Instagram, the advertising factor will determine the extent of information search in terms of utilitarian about the product, the credibility of the seller by reviewing testimonials or comments from other buyers. Bart et al., (2014) show that mobile advertising campaigns significantly increase consumer purchase intentions only when companies advertise products with high utilitarian motivation. Chan et al., (2005) show that advertising efforts directly encourage consumer brand desire, especially for motivation to shop for utilitarian products in China.

H2: Online advertising affects utilitarian shopping motivation

2.7 Utilitarian Shopping Motivation and Purchase Intention

According to To et al., (2007) utilitarian and hedonic shopping motivation is a determinant of consumers' intention to seek and intention to make a purchase. Utilitarian motivation has a significant effect on intention to buy, and is the strongest predictor that determines intention to buy and intention to buy. Wolfenbarger and Gilly (2001) state that utilitarian shopping motivation will ultimately affect the amount of money spent by consumers. Consumers with utilitarian or goal-oriented goals explicitly associate four attributes of online shopping such as convenience, information and selection that will influence the intention to make a purchase. Overby and Lee (2006) also state that online consumers turn to the internet mainly for utilitarian reasons, such as price savings and convenience.

H3: Utilitarian shopping motivation influences purchase intention

2.8 Online Advertising and Hedonic Shopping Motivation

According to Madhavaram and Laverie (2004) attractive online advertising can influence moods and provide a hedonic experience for consumers to make impulsive online purchases. Childers et al., (2001) point out that the design of online advertisements on interactive websites will provide deep hedonic motivation. The interactive shopping environment includes the inclusion of images, videos, colors, humor, sound, music, games, animation, and all other aspects of interactive multimedia. This environment can cause consumers to find enjoyment, then make a purchase. In addition, Kim and Eastin (2001) also found evidence that consumers with hedonic motivation are more likely to be driven by advertising stimulus on a website where if e-retailers are able to create a pleasant web experience, consumers will linger on the website.

H4: Online advertising influences hedonic shopping motivation

2.9 Hedonic Shopping Motivation and Purchase Intention

Kim and Forsythe (2007) research on online clothing purchases shows that hedonic motivation has a stronger positive relationship than functional motivation. It is more adherent that adoption of product virtualization technology by users with hedonic values will affect the intention to make a purchase. Davis et al., (2013) also stated that consumers with female gender online hedonic shopping motivation will affect purchase intentions in all product categories. Miranda (2009) concluded that hedonic motivation in several product categories such as: bread, shampoo, clothing, and cosmetic products will influence consumer purchase intentions.

H5: Hedonic shopping motivation affects purchase intention



Figure 1. Conceptual Model

3. Methods

The samples in this study were customers who have beauty treatments regularly at the beauty clinic Favourite Beauty Care Surabaya. Determination of the number of samples determined based on Hair et al. (1998) where the number of samples taken for SEM analysis is at least 5 times the number of indicators so that the total indicators in this study are 22 indicators, then the number of samples taken is a minimum of 110 respondents. The sampling technique used was purposive sampling, with the criteria for ages 18-55 years, spending a minimum of one million rupiahs in the past six months for one beauty treatment, and visiting the beauty clinic at least once every six months. The scale used in the questionnaire is Likert 1-5 ranging from "strongly disagree" to "strongly agree". The data analysis technique used to answer the problem formulation is Partial Least Square.

Online advertising is measured by 3 indicators namely entertainment, annoyance, and information based on Burns and Lutz (2006) with a total of 8 items. Utilitarian shopping motivation is measured by 2 indicators, namely efficiency, and achievement based on Kim (2004) with a total of 4 items. Hedonic shopping motivation is measured by 6 indicators namely adventure shopping, social shopping, gratification shopping, idea shopping, role shopping, and value shopping based on Arnold and Reynolds (2003) with a total of 6 items. Purchase intention is measured by 2 indicators namely goal-oriented search behavior, and explore-oriented search behavior based on To, Liao, and Lin (2007) with a total of 4 items.

4. Results

4.1 Descriptive Analysis

The description of the research respondents showed that the majority of customers of the beauty clinic Favourite Beauty Care Surabaya who were the sample of the study were aged between 26-40 years, as many as 47.3% of the total respondents. Most of the respondents in terms of expenditure over the past 6 months for one treatment were above 2 million rupiah with the intensity of visiting the Favourite Beauty Care clinic once every 1-2 months. The majority of respondents are female customers with a percentage of 82.7% who work as entrepreneurs or self-employed with a percentage of 55.5% who have flexible working hours so they can manage and have plenty of time to do beauty treatments. Then 59.1% of respondents have income above 10 million rupiah per month, which is included in the upper middle class category.

Descriptive analysis of online advertising variables shows an overall average of 3.69, where the value is included in the high category. This shows that online advertising content in social media Instagram Favourite Beauty Care Surabaya can be well received by customers. The highest perception on the online advertising variable is located on informative advertising. The overall average of the utilitarian shopping motivation variable is 3.55, where the value is included in the high category. This shows that customers have high behavioral motivation to meet functional or economic needs in using aesthetic and anti aging care services. The highest perception on the utilitarian shopping motivation variable lies in Favourite Beauty Care beauty products that are suitable for facial and body skin. Descriptive analysis of the variable hedonic shopping motivation shows an overall average of 3.85, where the value is included in the high category. This shows that customers have behavioral motivation by experiencing pleasure, entertainment, fantasy, and sensory stimulation in using aesthetic and anti aging care services. The highest perception on the hedonic shopping motivation variable lies in the motivation to follow trends and new modes. Description of the purchase intention variable shows an overall average of 3.72, where the value is included in the high category. This shows that customers have a high interest in buying products or services in aesthetic and anti-aging care in Favourite Beauty Care. The highest perception on the purchase intention variable lies in the interest to explore products in Favourite Beauty Care.

4.2 Partial Least Square Analysis

4.2.1 Evidence of Measurement Fit

Structural models to describe the relationships between variables in this study are presented in the figure 2.

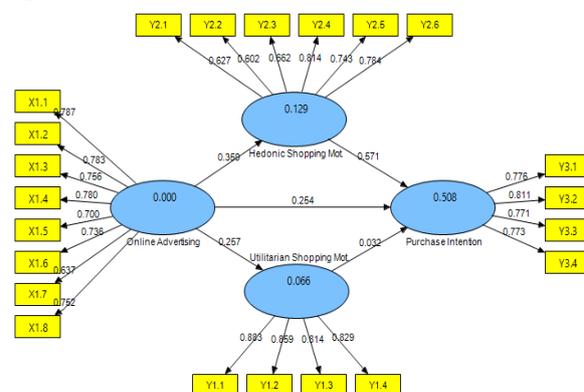


Figure 2. PLS Structural Model

Table 1. Item- and Construct-Level Measurement Validity

Variable	Indicator	Outer Loading	AVE
Online Advertising	X1.1	0,787	0,552
	X1.2	0,783	
	X1.3	0,756	
	X1.4	0,780	
	X1.5	0,700	
	X1.6	0,736	
	X1.7	0,637	
	X1.8	0,752	
Utilitarian Shopping Motivation	Y1.1	0,883	0,717
	Y1.2	0,859	
	Y1.3	0,814	
	Y1.4	0,829	
Hedonic Shopping Motivation	Y2.1	0,627	0,504
	Y2.2	0,602	
	Y2.3	0,662	
	Y2.4	0,814	
	Y2.5	0,743	
	Y2.6	0,784	
Purchase Intention	Y3.1	0,776	0,613
	Y3.2	0,811	
	Y3.3	0,771	
	Y3.4	0,773	

Table 1 shows that, it is known that the outer loading value of each indicator on all four research variables is worth more than 0.5, besides the AVE generated is greater than 0.5, this means that the indicators used in this study have met convergent validity.

Table 2. Results of Discriminant Validity Test (cross-loading)

	Online Adv.	Utilitarian S. M	Hedonic S. M	Purchase Intention
X1.1	0,787	0,233	0,275	0,443
X1.2	0,783	0,177	0,280	0,391
X1.3	0,756	0,153	0,241	0,329
X1.4	0,780	0,260	0,278	0,343
X1.5	0,700	0,265	0,303	0,401
X1.6	0,736	0,083	0,181	0,238
X1.7	0,637	0,040	0,214	0,150
X1.8	0,752	0,187	0,307	0,337
Y1.1	0,249	0,883	0,158	0,180
Y1.2	0,271	0,859	0,172	0,196
Y1.3	0,149	0,814	0,123	0,131
Y1.4	0,170	0,829	0,258	0,219
Y2.1	0,028	0,051	0,627	0,236
Y2.2	0,137	0,045	0,602	0,209
Y2.3	0,095	0,103	0,662	0,278
Y2.4	0,344	0,156	0,814	0,628
Y2.5	0,276	0,213	0,743	0,556
Y2.6	0,370	0,206	0,784	0,584
Y3.1	0,327	0,151	0,415	0,776
Y3.2	0,510	0,122	0,397	0,811
Y3.3	0,353	0,222	0,729	0,771
Y3.4	0,266	0,163	0,448	0,773

Table 2 shows that each indicator that measures each variable meets discriminant validity because it has the largest outer loading value (the value in bold) for the variable it is measuring and not the other variables.

Table 3. Internal Consistency Reliability

Variable	Composite Reliability
Online Advertising	0,907
Utilitarian Shopping Motivation	0,910
Hedonic Shopping Motivation	0,857
Purchase Intention	0,864

Composite reliability tests the reliability value of indicators in a construct. Table 3 shows that the composite reliability value of each research variable is more than 0.7. Thus it can be concluded that each variable has fulfilled the reliability of the model.

4.2.2 Evidence of Structural Fit

Evaluation on the inner model can be seen from the R-Square value and the relevance value of the Q-Square prediction. Based on data processing with PLS, the resulting R-Square and Q-Square values are as follows:

Table 4. PLS Model Predictive Accuracy and Relevance

Variable	R-Square	Q-Square
Utilitarian Shopping Motivation	0,066	0,60
Hedonic Shopping Motivation	0,129	0,60
Purchase Intention	0,508	0,60

The R-Square value on the Utilitarian Shopping Motivation variable is 0.066, meaning that Online Advertising Favourite Beauty Care advertisements on Instagram can affect 6.6% of Utilitarian Shopping Motivation from customers. With the same interpretation of the R-Square value on the Hedonic Shopping Motivation variable of 0.129, it means that Online Advertising Favorite Beauty Care advertisements on Instagram can affect 12.9% Hedonic Shopping Motivation from customers. Meanwhile the R-Square value on the Purchase Intention variable of 0.508 indicates that Online Advertising, Utilitarian Shopping Motivation, and Hedonic Shopping Motivation can affect 50.8% of Purchase Intention from customers of Favourite Beauty Care clinic.

In the PLS model, assessing how well the prediction level of the structural model as a whole is known through the Q-Square value. The higher the value of Q-Square ($Q\text{-Square} > 0$), the resulting model can be said to have a high prediction. It is known that the Q-Square value is 0.60, meaning that the structural model developed in this study has a prediction accuracy of up to 60% in predicting Purchase Intention of Favourite Beauty Care clinic customers.

Based on the estimated coefficient and t-statistic values in the table above, it can be seen that the influence of Online Advertising on Purchase Intention, Utilitarian Shopping Motivation, and Hedonic

Shopping Motivation, each produces a t-statistic greater than 1.96, meaning that Online Advertising significant effect on Purchase Intention, Utilitarian Shopping Motivation, and Hedonic Shopping Motivation. From these results H1, H2, and H4 can be supported. The table above also shows that Utilitarian Shopping Motivation has no significant effect on Purchase Intention (H3 is not supported), while Hedonic Shopping Motivation has a significant effect on Purchase Intention (H5 is supported).

Table 5. Results of Significance Test (Direct Effect)

Hypothesis	Coefficient	t-statistics	Results
1 <i>Online Advertising</i> → <i>Purchase Intention</i>	0,254	3,570	Supported
2 <i>Online Advertising</i> → <i>Utilitarian Shopping Motivation</i>	0,257	3,451	Supported
3 <i>Utilitarian Shopping Motivation</i> → <i>Purchase Intention</i>	0,032	0,421	Not supported
4 <i>Online Advertising</i> → <i>Hedonic Shopping Motivation</i>	0,359	3,401	Supported
5 <i>Hedonic Shopping Motivation</i> → <i>Purchase Intention</i>	0,571	10,458	Supported

By looking at the hypothesis testing results table and by using the mediation principle by Baron and Kenney (1986) above, it can be concluded that Hedonic Shopping Motivation mediates the influence of Online Advertising on Purchase Intention, while Utilitarian Shopping Motivation does not mediate the influence of Online Advertising on Purchase Intention.

Table 6. Results of Significance Test (Indirect Effect)

Relationship	Direct Effect	Indirect Effect	
		Through <i>Hedonic Shopping Motivation</i>	Through <i>Utilitarian Shopping Motivation</i>
<i>Online Advertising</i> → <i>Purchase Intention</i>	0,254	0,205 VAF=0,447	0,008 VAF=0,031

The indirect effect of Online Advertising on Purchase Intention through Hedonic Shopping Motivation is 0.205. Variance Accounted For (VAF) value of 44.7% where the value is in the range of 20-80% which indicates that Hedonic Shopping Motivation mediates partially the influence of Online Advertising on Purchase Intention.

Moreover, the indirect effect of Online Advertising on Purchase Intention through Utilitarian Shopping Motivation is 0.008. The Variance Accounted For (VAF) value is 3.1% where the value is less than 20%

which indicates that Utilitarian Shopping Motivation does not mediate the effect of Online Advertising on Purchase Intention.

5. Discussions

5.1 The Influence of Online Advertising on Purchase Intention

This study shows that Online Advertising has a significant effect on Purchase Intention. The results of this study are also in line with the results of research by Zhang and Mao (2016) revealing that consumers who are motivated to shop or consume are more willing to see advertisements on social media. When advertising is considered informative or entertaining, consumers will have a high tendency to react positively to advertising until they make a purchase. De Keyzer et al., (2015) also state that the more relevant an advertisement is to the needs of consumers, the perception of consumers on branded products in fish will be more positive and encourage the intention to make a click. When advertisements are considered to be personally relevant, attitudes toward brand and click intention will increase. Furthermore, according to Manchanda et al., (2006) companies that sell health care and beauty products have proven the existence of interesting findings, namely the company's return is always greater than the targeted advertising strategy.

5.2 The Influence Online Advertising on Utilitarian Shopping Motivation

Data analysis shows that Online Advertising has a significant effect on Utilitarian Shopping Motivation. According to Andrews (1989) the ability of advertising to present a picture of a product is actually an attempt to convince consumers of the economic benefits inherent in a product. Forsythe et al. (2006) states that convenience, convenience of shopping, and product selection which are utilitarian benefits are related to the total benefits perceived in online shopping. Further, according to Chan et al., (2005) internet advertising or online advertising is an important marketing tool in increasing brand awareness, especially on products that are utilitarian. Research by Putri (2015) showed that online advertising content that contains information retrieval has a significant effect on utilitarian consumption in social media Instagram. Customers who have utilitarian value will regard Instagram as an effective and profitable way to get information about products of interest. When consumers find that product information can meet a need, a purchase will occur. With online advertising consumers can also obtain

information about the seller's credibility, benefits and functions of the product by reviewing testimonials or comments from other buyers.

5.3 The Influence Utilitarian Shopping Motivation on Purchase Intention

Data analysis shows that Utilitarian Shopping Motivation has no significant effect on Purchase Intention. Online consumers have a high tendency to make purchases specifically for utilitarian reasons, such as price savings and convenience. According to Wolfenbarger and Gilly (2001) marketing research companies have found that two-thirds to four-fifths of internet buyers are involved in narrowly defined searches for certain products online. On the other hand, research by Suh and Yi (2006) revealed that beauty products such as cosmetics were purchased due to social reasons for personal appearance, which are products with high involvement that tend to be more related to hedonic criteria. Hopkinson and Pujari (1999) explain that the level of hedonism varies across products or brands depending on the level of involvement that changes. Thus consumers will have special considerations, especially for body care and beauty products. In situations of high involvement consumption, motivation for hedonism is dominant.

5.4 The Influence Online Advertising on Hedonic Shopping Motivation

The results of data analysis show that Online Advertising has a significant effect on Hedonic Shopping Motivation. Madhavaram and Laverie (2004) found a number of self-reported stimuli that cause consumers to impulsively buy goods on the internet. The results show that many influences cause impulsive purchases such as product attractiveness, advertising, and attractive presentations. In line with research by Ha (2008) that examines the economic impact of advertising on online media including its effect on media content. The results of the study state that in addition to influencing media content, online advertising can shape consumer culture towards more impulsive purchases by the use of clickable online advertising, which then facilitates direct purchases.

According to Wolin et al., (2002), the website became the leading advertising medium and predicted about web users' beliefs about web advertising related to their attitude towards web advertising. Six of the seven confidence factors examined were significant, indicating user and personal confidence of web users about product information, hedonic pleasure, and social roles and images that were positively related to

their attitude towards web advertising. From this it can be concluded that Online Advertising on social media Instagram has an influence on Hedonic Shopping Motivation for beauty care products and services in Favourite Beauty Care.

5.5 The Influence Online Advertising on Purchase Intention

The results of data analysis show that Hedonic Shopping Motivation has a significant effect on Purchase Intention. Holbrook and Hirschman (1982) state that hedonic consumption involves emotional arousal that occurs when buying or consuming. The hedonic purchasing motive is related to the emotional needs of individuals for a pleasant and interesting shopping experience (Bhatnagar and Ghosh, 2004). Hedonic values can include the desire to find a good deal and the pleasure of hunting for products to get the best offer (Babin et al., 1994). This will encourage a positive attitude from consumers in shopping online (Childers et al., 2001). Scarpi (2005) further explained that hedonic behavior leads to a stronger intention to visit online stores, both for high amounts of expenditure and in the form of the amount of goods purchased.

In addition, Miranda (2009) conducted a research that aimed to provide insight to retailers, about the capacity of consumers to feel the pleasure associated with purchasing motivation in various product categories. In its findings stated that the hedonic value of the underlying consumer motivation of each product category. Targeting the desires favored by consumers to feel pleasure is an efficient way to stimulate buying intentions. So hedonic values in several product categories such as: bread, shampoo, clothing, and cosmetic products affect consumer purchase intentions.

5.6 Hedonic Shopping Motivation Mediation as a Mediating Variable of the Influence of Online Advertising on Purchase Intention

Data analysis shows that Hedonic Shopping Motivation partially mediates the influence of Online Advertising on Purchase Intention. The increasing buying interest of Favourite Beauty Care Surabaya customers is influenced by how high the level of motivation is in the pleasure aspect of using beauty services in Favourite Beauty Care Surabaya. On the other hand, Favourite Beauty Care Surabaya's online advertising content on Instagram media also has an influence on pleasure motivation, so that advertising content, motivation for pleasure, and buying interest form interrelated lines of relationship. Hedonic

motivation involves emotional arousal that occurs when buying or consuming a product (Holbrook and Hirschman, 1982). The hedonist purchase motive is also related to a pleasant and interesting shopping experience. Furthermore according to Scarpi (2005), hedonic behavior will lead customers to have a stronger intention to visit several online stores. The results of this study support the results of the study of Mathwick et al. (2001) which concluded that when exploration by customers in the online store visited had complete and informative advertising content, it would encourage buying interest from customers both for high amounts of expenditure and in the form of the amount of goods purchased.

5.7 Utilitarian Shopping Motivation as a Mediating Variable of the Influence of Online Advertising on Purchase Intention

Utilitarian Shopping Motivation does not mediate the influence of Online Advertising on Purchase Intention. The increasing buying interest of Favourite Beauty Care Surabaya customers is not influenced by motivation on the benefit aspect of using beauty services at Favourite Beauty Care Surabaya, so that between advertising content, utilitarian motivation, and buying interest do not form interrelated relationship paths. In online shopping, utilitarian aspects relate to the quality of display, availability of information, ease of use, and convenience in conducting transactions. According to Andrews (1989) the ability of advertising to present a picture of a product is actually the core that underlies consumer confidence in the economic benefits inherent in a product. Products or services related to beauty care that require high involvement from customers. Consumers will have special considerations especially for body care and beauty products. Although advertising content on Instagram media can increase motivation in the aspects of benefits and functionality, it is not always followed by high buying interest. Suh and Yi (2006) revealed that beauty products such as cosmetics were purchased due to social reasons for personal appearance, a product with high involvement that tends to be more related to hedonic criteria. Hopkinson and Pujari (1999) explain that the level of hedonism varies across products or brands depending on the level of involvement that changes. Thus consumers will have special considerations, especially for body care and beauty products.

6. Conclusions

The conclusion that can be drawn based on the results of data analysis is that Online Advertising on

social media Favourite Beauty Care Surabaya affects customer buying interest. Innovative and unique online advertising will influence shopping motivation to do beauty treatments to keep up with new fashion trends. Performing beauty treatments to always look excellent in front of others affects the customer's desire to buy products and services at Favourite Beauty Care. Discounts affect the customer's desire to buy products and services at Favourite Beauty Care. Innovative online advertising influences shopping motivations to keep up with new trends and fashion in beauty care and then affects customers' desire to buy products and services at Favourite Beauty Care. Future studies are suggested to further explore other variables that influence shopping motivation towards purchase intention, for examples brand personality, brand love, and customer satisfaction.

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