

Investigation of Hedonic Shopping Motivation Effective in Impulse Buying Behavior of Female Consumers on Instagram

Kadın Tüketicilerin Instagram Üzerindeki Plansız Satın Alma Davranışlarında Etkili Olan Hazcı Alışveriş Motivasyonlarının İncelenmesi

Aytaç ERDEM, Giresun University, Turkey, aytac.erdem@giresun.edu.tr

Orcid No: 0000-0003-3084-520X

Emrah Sıtkı YILMAZ, Gaziantep University, Turkey, esyilmaz@gantep.edu.tr

Orcid No: 0000-0003-2741-4222

Abstract: Developments in the technological field also increase the importance of social media tools that play an impressive role such as encouraging or preventing consumers' online shopping decisions. Social network sites appear as the preferred digital platforms in terms of their strong communication aspects and creating convenient environments for online shopping. For this reason, the aim of the study is to examine the hedonic shopping motivation dimensions that are effective in female consumers' impulse buying behavior on Instagram and consumer trust. Data were collected by using the online survey method from 324 female consumers who actively use Instagram and had a shopping experience on Instagram, and the relationships in the research model were examined through structural equation modeling. According to the results of the research; while adventure-based, relaxation-based, value-based and social-based hedonic shopping motivations have a significant effect on impulse buying, value-based, adventure-based and relaxation-based shopping motivations have a significant effect on consumer trust.

Keywords: Hedonic Shopping Motivation, Impulse Buying, Consumer Trust, Instagram

JEL Classification: M10, M30, M31, M39

Öz: Teknolojik alanda yaşanan gelişmeler, tüketicilerin çevrimiçi alışveriş kararlarını teşvik etme veya önleme gibi etkileyici roller üstlenen sosyal medya araçlarının da önemini artırmaktadır. Sosyal paylaşım siteleri, güçlü iletişim yönleri ve online alışverişe uygun ortamlar oluşturmaları açısından tercih edilen dijital platformlar olarak karşımıza çıkmaktadır. Bu sebeple çalışmanın amacı, kadın tüketicilerin Instagram üzerindeki plansız satın alma davranışlarında ve tüketici güveninde etkili olan hazcı alışveriş motivasyon boyutlarının incelenmesidir. Online anket yöntemiyle, Instagramı aktif bir şekilde kullanan ve Instagram üzerinden alışveriş deneyimi yaşamış 324 kadın tüketiciden veri toplanmış olup, araştırma modelindeki ilişkiler yapısal eşitlik modellemesi yoluyla incelenmiştir. Araştırma sonuçlarına göre; macera temelli, zevk temelli, değer temelli ve sosyal temelli hazcı alışveriş motivasyonlarının, plansız satın alma üzerinde anlamlı etkiye sahip olduğu görülürken, değer temelli, macera temelli ve zevk temelli motivasyonların ise tüketici güveni üzerinde anlamlı etkisi olduğu sonucuna ulaşılmıştır.

Keywords: Hazcı Alışveriş Motivasyonu, Plansız Satın Alma, Tüketici Güveni, Instagram

JEL Sınıflandırması: M10, M30, M31, M39

1. Introduction

Developments in the field of technology and communication lead to the emergence of economic gain opportunities in the globalizing world as never before (Arora and Agarwal, 2020). In parallel with these advances, the widespread use of the internet and the increase in the use of social media facilitate communication between suppliers and customers, expand the consumer base, and include small or medium-sized businesses in the market with relatively lower costs

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(Samsudeen, et al., 2021). In this process of change, social media tools play impressive roles such as encouraging or preventing consumers' online shopping decisions simultaneously with digital marketing activities (Bizzi and Labban, 2019). The concept of online shopping, inholding many positive or negative factors, is highly preferred by consumers in Turkey as well as in the world. For the first six months of 2020, when the data related to the actual e-commerce activities in Turkey announced by the Commerce Department are examined; It is seen that it has realized as 91.7 billion TL with an increase of 64 percent compared to the same period of the previous year.

Besides, the e-commerce volume for the first six months of 2019 constituted 8.4 percent of the overall trade volume, while this figure reached 14.2 percent in the first six months of 2020 (E-Commerce Information Platform, 2020). Studies conducted today, where online shopping is widely used and social media tools are so popular, show that users are frequently exposed to digital ads in social media and they check Instagram at least five times a day from social media tools (Vitelar, 2019). Unlike traditional communication tools that involve efforts to communicate with text, Instagram is one of the innovative and communication-oriented social media tools with picture sharing that It plays an important role in determining consumer purchasing preferences both nationally and globally and increasing the sales rates of companies (Che, et al., 2017; Nedra, et al., 2019). The fact that Instagram, which is a digital platform where companies, as well as, users are involved by producing original content, has a very high potential in terms of influencing consumers leads to various researches on this subject (Djafarova and Bowes, 2021). There are studies on the hedonic motivations that are effective in the impulse buying behavior of consumers who shop online. However, Instagram differ from online shopping web sites or shopping applications as it does not have a payment method. While companies can create their own accounts to sell their product by directing consumers to their own website for payments system, individuals can collect money by mail order or EFT (electronic fund transfer). Examining the each effects of hedonic motivation factors on impulsive buying and consumer confidence in shopping made on Instagram, where there is no direct payment system, makes this study different. It is thought that the findings to be obtained will provide important information to both academicians and companies or individual sellers operating in the sector. From this point, the purpose of this research is to demonstrate the effect of hedonic shopping motivation on impulse buying and consumer trust of female customers who shop on Instagram. It is aimed to separately examine the effects of social shopping, relaxation shopping, adventure shopping, value shopping, role shopping, and idea shopping on impulse buying and consumer trust, and to reveal which of these variables have the most effect.

2. Literature

The emergence of social media allows users to freely express their opinions about any brand and companies can manage their images by making sense of the comments (Nedra, et al., 2019). Today, where the young generation prefers to view images rather than read texts, Instagram, which is very popular and widely used among photo-based social media applications, stands out as a digital platform frequently used by companies to promote their brands, create a positive image, establish a strong communication network and increase online sales by integrating photographs, pictures, logos, gifs, graphics, screenshots and videos into their digital marketing strategies (Bakhshi, et al., 2014; Ting, et al., 2015). In this context, literature studies on hedonistic shopping motivation, unplanned purchasing behavior and consumer trust variables that form the basis of the study were examined.

2.1. Hedonic Shopping Motivation

Hedonic shopping motivation, in its broadest definition, is defined as an individual's attempt to maximize the sense of pleasure while performing a certain action (Veenhoven, 2009). Hedonic shopping motivation, which is based on reducing the negative experiences of individuals and increasing their positive experiences by improving them (Ryan and Deci, 2001), is also defined as a behavioral model that positively affects the basic psychological needs of individuals such as satisfaction in social life and personal competence (Huta and Waterman, 2014; Disabato, et al., 2015). Supporting the idea that individuals can achieve satisfaction by meeting their needs in either a physical or a virtual environment, shopping motivation (Berezan, et al., 2018) argues that the time spent on social media plays a very important role in achieving the satisfaction of individuals (Wang, et al., 2014; Berezan, et al., 2020). Also, studies show that hedonic shopping motivation is a determining factor in the acceptance and adoption of online systems such as social media and also has a significant effect on individuals' intention to use social networking sites (Venkatesh, et al., 2012; Luarn, et al., 2015; Mouakket, 2015; Qin, et al., 2018; Dhir, et al., 2018; Allam, et al., 2019). Holbrook and Hirschman (1982), who examined the purchasing intentions and shopping motivations of consumers in two different dimensions as utilitarian and hedonic, associated hedonic shopping motivation with customer satisfaction and customer loyalty (Tyrväinen, et al., 2020). After that, Babin, et al. (1994), investigated the relationship between hedonic motivations and escapism, enjoyment, fantasy and sensory involvement. With the study of Spangenberg, et al., (1997), in which consumption motivations were discussed with emotional dimensions and hedonistic shopping motivation was explained with emotional satisfaction, the focus shifted to the point of reaching the sense of satisfaction by obtaining emotional pleasure.

During the process, many studies have been conducted on the online consumption stages of the concept of hedonistic shopping motivation and this concept has been tried to be explained with different dimensions in the literature. The first of these dimensions, curiosity, is explained as the tendency of consumers to interact with websites to seek new and interesting elements and meet their desire to obtain information (To, et al., 2007). It is accepted that curiosity is an intrinsic source of motivation for individuals in terms of hedonistic shopping motivation and encourages exploration and learning (Rohm and Swaminathan, 2004). The excitement and entertainment dimension, on the other hand, reflect the tendency of online consumers to be exposed to events that provide them with new emotions and entertain them (Kim, et al., 2010).

Studies show that individuals meet the desire to seek adventure and excitement through websites, experience the feeling of being in another world, their likelihood of revisiting websites increases, and online purchase intentions are positively affected (Arnold and Reynolds, 2003; Fiore, et al., 2005); Kim, 2006; Kim, et al., 2007; Kang and Park - Poaps, 2010; Kim, et al., 2010). Visual attraction, another dimension examined in terms of hedonistic shopping motivation, is defined by motivations such as the appearance, eye-catching, value-creating designs, layout, simplicity and encouraging content of websites (Ganesh, et al., 2010; Martínez-López, et al., 2016). Studies on the visual attraction dimension point to the results that, in the context of online shopping, the visual appearance increases the pleasure of online shopping, offers high levels of satisfaction, extends the visits to the sites, creates greater purchase intentions, and encourages users to recommend those sites to other consumers (Childers, et al., 2001; Gorn, et al., 2004; Fiore and Jin, 2003; McKinney, 2004; Richard, 2005; Zviran, et al., 2006; Kim, et al., 2007). The escapism dimension is expressed as the consumers' interest in avoiding reality, forgetting their worries and daily routines (Babin, et al., 1994; Mathwick and Rigdon, 2004). Studies on the escapism motivation that leads consumers to seek consumption experiences to get away from everything reveal that consumers experience the pleasure of escape not only in physical environments but also in online environments and thus they are more motivated to consume (Arnold and Reynolds, 2003; Michon, et al., 2007). ; Gavilan, et al., 2010). Intrinsic pleasure, another dimension of hedonistic shopping motivation is explained as the whole of the activities that enable consumers to enjoy themselves in their consumption decisions (Kim, et al., 2010). Studies on inner pleasure show that providing such motivation plays an important role in fostering positive attitudes towards online purchasing for consumers, making large-scale purchases, and revisiting online sites (Childers, et al., 2001; Koufaris, et al., 2001; Li, et al., 2001; Swinyard and Smith, 2003; Ganesh, et al., 2007; Kim, et al., 2007). Spending time is expressed as consumers' desire to reduce boredom by examining the content that is interesting to them on online shopping sites and creating motivations to keep their leisure time busy by carrying out consumption activities (Seo and Green, 2008). Studies on spending time show that, unlike offline consumption, online consumption is very important in motivation to spend time and it is very easy to access the internet today, consumers prefer online shopping sites to have fun, spend time and spend on consumption (Ridings and Gefen, 2004; Suh, et al., 2010). The relaxation dimension, another dimension of hedonic shopping motivation, is expressed as consumers' use of their consumption behaviors in online shopping as a means of relaxation (Kim and Hong, 2011). Studies show that this type of motivation has effects such as relaxation on consumers, reducing their tension, alleviating their negative moods and feeling themselves special (Parsons, 2002; Jamal, et al., 2006; Kim, 2006; Seo and Green, 2008; Kang. and Park - Poaps, 2010). The social shopping dimension is defined as motivating to enjoy by carrying out consumption activities with people who have common interests on online shopping sites (Arnold and Reynolds, 2003; Kim, 2006). In studies on the social shopping dimension, it was found that sharing information and consumption experiences with other individuals who share their interests and common aspects in online environments have positive effects on hedonic shopping motivation (To, et al., 2007; Krishnamurthy and Wills, 2008; Wilson, et al., 2009). The final dimension of the concept of hedonic shopping motivation, which is examined in relation to the stages of online consumption, is expressed as the role shopping dimension that aims to explain the pleasure consumers have in the online shopping

environments for their family, friends and other people with whom they are in a relationship (Arnold and Reynolds, 2003). Studies show that the role shopping dimension increases inner happiness, is a way to show love, and finding the desired gift reflects one's personality style, therefore hedonic shopping has a positive effect on motivation (Fischer and Arnold, 1990; Otnes and McGrath, 2001; Kim, et al., 2010).

In the literature, many studies have been conducted on the concept of hedonic shopping motivation and its dimensions. With the studies conducted, the dimensions of hedonic shopping motivation concept were examined in the first stage towards the motivational dimensions that enable consumers to enjoy in physical shopping environments. In the second stage, with the introduction of the internet in our lives and the development of online shopping, the examined dimensions of the concept of hedonic shopping motivation showed a trend towards online shopping sites in terms of the points that consumers enjoy. In this study, it was aimed to examine the hedonic shopping motivation dimensions that affect the impulse buying behaviors of female consumers. In this direction, among the dimensions of hedonic shopping motivation concept examined in the literature, the dimensions of social shopping, relaxation shopping, adventure shopping, value shopping, role shopping, and idea shopping developed by Arnold and Reynolds (2003) were included in the study.

2.2. Impulse Buying and Consumer Trust

Impulsive buying is defined as an unplanned or unnecessary purchasing action (Clover, 1950; Rook and Fisher, 1995). Unplanned purchasing behavior, which determines the degree of an individual's probability of purchasing instantly and without thinking, is also explained as the spontaneous behavior pattern where the purchasing results are not carefully evaluated (Beatty and Ferrell, 1998; Kacen and Lee, 2002). Studies conducted in the literature for impulse buying behavior initially focused on retail sales environments such as supermarkets, which constitute a significant part of consumers' expenditure amounts (Kollat and Willett, 1969; Rook, 1987). Impulse buying behavior in these sales environments was explained by two basic factors, money and time (Stern, 1962), and it was stated that consumers enjoyed high levels of unplanned purchasing behavior (Rook and Fisher, 1995; Beatty and Ferrell, 1998).

In addition, impulse buying behaviors in physical environments, it is observed that along with emotional stimuli; consumer, store and product characteristics come into the prominence (Tinne, 2010). In the ongoing process, the increase in the rate of online shopping in parallel with the developments in information technologies has led researchers to examine online impulse buying behaviors (Chana, et al., 2017). The importance of online impulse buying behavior has increased with the transition of consumers from physical environments to online environments due to reasons such as store locations, limited working hours, personnel complaints, crowds and environmental pressures (Bressolles, et al., 2007; Dawson and Kim, 2010). Studies on online impulse buying behavior, which is defined as consuming behaviors with sudden and online impulses without the purpose of shopping; reveals that media formats such as texts, images and music videos on online shopping sites have a positive effect on consumers' online unplanned purchasing behavior (Adelaar, et al., 2003; Parboteeah, et al., 2009; Liu, et al., 2013). In addition, it shows that the number of likes and suggestions about the products on these sites, the discounts provided and the quality of information have positive

effects on the pleasure motivation from online unscheduled purchasing behavior (Chen, et al., 2016; Chen, et al., 2019; Wu, et al., 2021).

When the studies examining the impulse buying behaviors related to the social networking sites, It is concluded that Instagram, where visual elements come to the fore, is a factor that encourages unplanned purchasing behavior (Xiang, et al., 2016; Aragoncillo and Orus, 2018; Jin and Ryu, 2020). In addition, studies have shown that promotional ads, photos and videos displayed on a brand's Instagram account, various stimuli such as recommendations from friends and influencers are effective in skipping the evaluation phase of the purchase decision (Triwidisari, et al., 2017; Handayani, et al., 2018). Moreover, Instagram, which is a very popular social networking site especially for the follow-up of fashion products, has become a very important stimulus for unplanned purchasing behavior with the "Instagram Shopping Service" developed in 2018 so that brands can make direct sales and bring product images to consumers more easily. (Sundström, et al., 2019; Djafarova and Bowes, 2021).

Consumer trust, which has an important place in online shopping (Morgan and Hunt, 1994) is defined as the factor resulting from uncertainty and increasing risk factors in online purchasing decisions (Warrington, et al., 2000). Studies supporting that reducing uncertainty and risk factors increase consumer confidence, also argue that the concept of consumer trust plays a very determinant role in online shopping behavior (Suh and Han, 2002; Pavlou, 2003). Again, when the studies on consumer trust in the literature are examined; It reveals that utilitarian factors such as ease of use of online shopping sites, providing sufficient information, design of the user interface, ease of navigation, various ratings and functionality positively affect consumer trust (Roy, et al., 2001; McKnight, et al., 2002; Cyr, 2008; Lowry et al., 2008; Bilgihan, 2016).

3. Method

3.1. The Purpose, Scope and Limitations of the Research

The purpose of this study is to examine the effect of hedonic shopping motivation of female customers on impulse buying behaviors and consumer trust through structural equation modeling. In this direction, the effects of hedonic shopping motivation, composed of social shopping, relaxation shopping, adventure shopping, value shopping, role shopping, and idea shopping on impulse buying and consumer trust were investigated for the purpose of the study.

Within the scope of the research, the data of female consumers who had a shopping experience on Instagram were analyzed. Today, the importance of selling products and services through social networking sites is increasing, as well as online shopping sites. Accordingly, female consumers who actively use Instagram and buy products from Instagram were included in the scope of the research.

The limitation of the study is that the research is only aimed at female consumers who shop on Instagram and data is collected by convenience sampling method via an online survey.

3.2. Sampling Process

The population of this study consists of female consumers who actively use Instagram and have experienced shopping on Instagram. Before the final version of the questionnaire was prepared, a pre-survey was conducted and questions of the questionnaire were asked from a group of 40 female consumers. As a result of the suggestions obtained, the necessary corrections were made

in the items and the final form of the questionnaire was formed. With the help of an Instagram page with more than 15,000 followers, the survey link was shared and the page followers were asked to fill out the survey. As the condition of being an active Instagram member and having shopping experience on Instagram is required for those who will fill out the questionnaire, the questionnaire was distributed over Instagram and only those who use Instagram could answer the questions.

3.3. Data Collection Tool and Method

The data used within the scope of the research were collected by the survey method and the questionnaire form was delivered to female consumers online. 324 survey data were collected from Instagram shoppers. Kline (2011), finds that “the sample size/the number of parameters in the model” ratio (n/q) equal to five acceptable only if factor loads are high (>0.50). Kline (2011), defines a small sample for less than 100 observations, a medium sample for 100 to 200 observations, and a large sample for more than 200 observations. In empirical studies using SEM, it is stated that sample sizes generally vary between 250 and 500 (Schumacker and Lomax, 2010). For this reason, it was thought that 324 survey data would be sufficient.

Convenience sampling method was chosen as one of the non-probability sampling methods, since it is faster and less costly and allows the researchers to randomly select the participants (Nakip, 2013). AMOS 24.0 and SPSS 23.0 programs were used for statistical analysis of the data.

The questionnaire form consists of questions related to hedonic shopping motivation which are social shopping, relaxation shopping, adventure shopping, value shopping, role shopping and idea shopping, questions about impulse buying, questions about consumer trust, and questions prepared to determine the demographic characteristics of the participants.

The hedonic shopping motivation of the participants consisted of social shopping, relaxation shopping, adventure shopping, value shopping, role shopping, and idea shopping were measured with a 5-Likert scale (1 = Never Agree, 5 = Strongly Agree). Similarly, the items of impulse buying and consumer trust were measured with a 5-point Likert scale (1 = Never Agree, 5 = Strongly Agree).

The scales used in the study were obtained by adapting from the scales in the literature whose validity and reliability were tested. Items of social shopping, relaxation shopping, adventure shopping, value shopping, role shopping and idea shopping were adapted from the study conducted by Arnold and Reynolds (2003), the consumer trust scale was adapted from the study conducted by Che, et al., (2017) and impulse buying scale were adapted from the study conducted by Torlak ve Tiltay (2010).

3.4. Research Model and Hypotheses

In line with the literature review and the purposes of the research, the research model shown in Figure 1 was created.

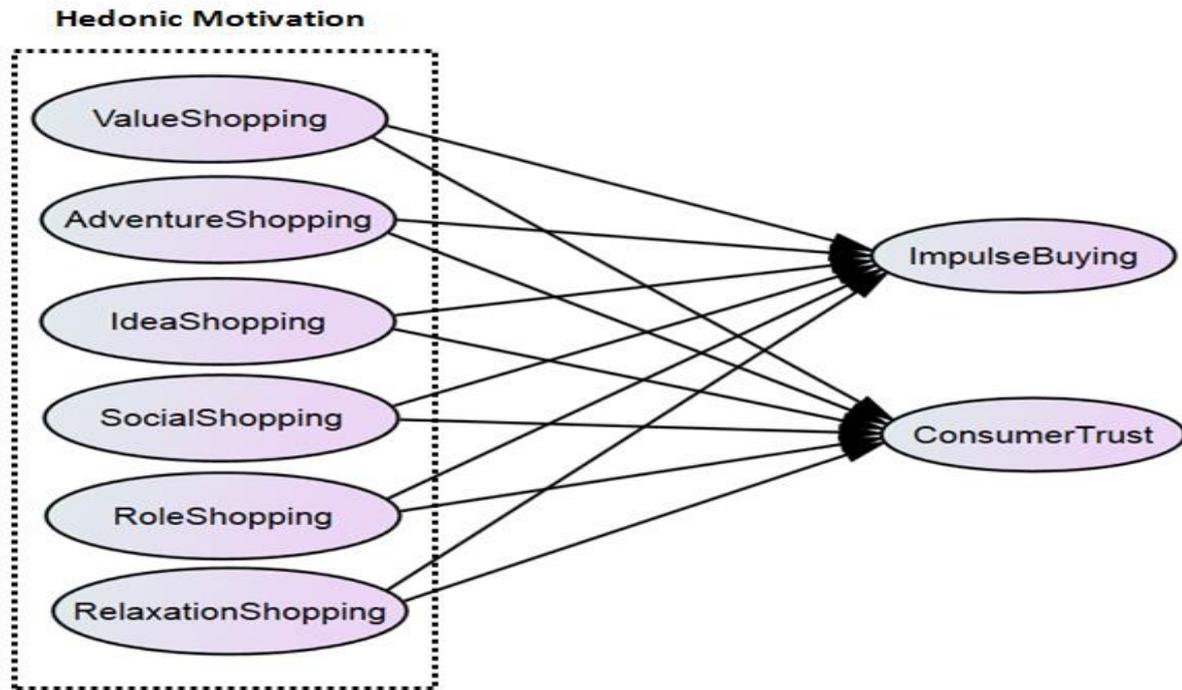


Figure 1. Research Model

When the literature studies aiming to reveal the effects of social-based shopping, relaxation-based shopping, adventure-based shopping, value-based shopping, role-based shopping and idea-based shopping, which are the sub-dimensions of hedonistic motivation, on impulsive buying behavior and consumer trust; it is seen that hedonic consumption tendency has a positive effect on impulsive buying behavior in terms of emotional dimension (Akturan, 2010; Okutan, et al., 2013; Tekin, et al., 2021). While impulse buying behavior is defined as the degree of unintended, immediate, and unreflective purchasing, it has an important value for retailers. It is closely related to both emotional stimulation and hedonic consumption (Beatty and Ferrell, 1998). In addition to these, it is also revealed that social media has a positive effect on hedonic consumption (Köroğlu and Yıldız, 2021). Pöyry, et al., (2013), confirmed the relationships between hedonic motivation, utilitarian motivation, and purchase intention. Through impulse buying, consumers can feel like they are in another world (Arnold and Reynolds, 2003), and adventurous consumers may seek sensory experience (Puccinelli, et al., 2009). Consumers do not meet their sensory demands only with the product. Curiosity to visit products by making use of technology can satisfy their adventurous instincts (Sherry, 1990). Özen and Engizek, (2014), state that relaxation shopping positively affects online impulse buying. Consumers think that shopping is a way to relax and get away from negativity and reality (Yu and Bastin, 2010). People take on different roles during the day. Depending on these roles, they can shape their shopping. Consumers who shop according to the role they play feel the pleasure of shopping for others (Arnold and Reynolds, 2003). On the other hand, consumers who care about value shopping pay attention to discounts and promotions. In a research conducted by Babin, et al., (1994), one of the participants stated that impulse buying is a result of discounts. Especially in online shopping, discounts can be followed more easily and can be effective in unplanned purchases (Chandon, et al., 2000). The increase in accessibility to information about

markets and products and the increase in the number of consumers visiting websites bring with it an increase in the probability of impulsive purchases (Moe, 2003). Consumers unconsciously talk about their social motivations when talking about their impulse buying experiences, so it is said that impulse buying may be related to social needs (Hausman, 2000). In addition, literature studies show that consumer trust has an important place among the intentions of individuals who shop online through social media (Civelek and Bayraktar, 2020). Consumers, who are highly motivated by hedonic factors, increase their trust in their use of technology (Alalwan, et al., 2015). Brown and Venkatesh, (2005), point out that hedonic motivation is an important determinant of technology acceptance and use. From this point of view, hypotheses showing the relationships between the variables in the research model were formed as follows:

- **H₁**: Value shopping has an impact on impulse buying.
- **H₂**: Value shopping has an impact on consumer trust.
- **H₃**: Adventure shopping has an impact on impulse buying.
- **H₄**: Adventure shopping has an impact on consumer trust.
- **H₅**: Idea shopping has an impact on impulse buying.
- **H₆**: Idea shopping has an impact on consumer trust.
- **H₇**: Social shopping has an impact on impulse buying.
- **H₈**: Social shopping has an impact on consumer trust.
- **H₉**: Role shopping has an impact on impulse buying.
- **H₁₀**: Role shopping has an impact on consumer trust.
- **H₁₁**: Relaxation shopping has an impact on impulse buying.
- **H₁₂**: Relaxation shopping has an impact on consumer trust.

4. Findings

4.1. Descriptive Statistics

The demographic characteristics of the female consumers in the research are included in Table 1. It is seen that 51.9% of the participants (168 people) are in the age group of 21-30, while 28.7% (93 people) are in the age group of 20 and less. Considering the educational status of the participants, 82.7% (268 people) of the participants are with an associate degree or graduate. While 75.6% (245 people) of the female consumers participating in the survey are single, 24.4% (79 people) are married.

When the average family income of the participants is examined, the highest rate is "3001 TL-5000 TL" with 28.4% (92 people), followed by "3000 TL and less" income with 27.5% (89 people). It is seen that the rate of those with an income above 5000 TL is 44.1% (143 people). Considering the frequency of Instagram shopping, 29% of the participants (94 people) buy products several times a month, 26.2% (85 people) buy products a few times in 6 months and 20.1% (65 people) buy product several times a year.

Table 1. The Demographic Information of The Sample

<i>Demographic Characteristics</i>	<i>Frequency</i>	<i>%</i>	<i>Demographic Characteristics</i>	<i>Frequency</i>	<i>%</i>
<i>Age</i>	20 and less	93	<i>Average Income</i>	3000 and less	89
	Between 21-30	168		3001-5000 tl	92
	Between 31-40	49		5001-7000 tl	61
	Between 41- 50	11		7001-9000 tl	33
	51 and more	3		9001 and more	49
<i>Education</i>	Primary education	2	<i>Instagram Shopping Frequency</i>	Several times a day	4
	High school	19		A few times a week	16
	Associate degree	149		Several times a month	94
	Graduate	119		Several times a month	85
	Postgraduate	35		Several times a year	65
<i>Marital Status</i>	Married	79	Less frequent	60	
	Single	245		18,6	

4.2. Exploratory and Confirmatory Factor Analysis

Factor analysis is one of the multivariate statistical techniques, which makes many variables that are in relation to each other independent, fewer and significant factors (Kalaycı, 2010). Before applying exploratory factor analysis to the hedonic shopping motivation, the results of Kaiser-Meyer-Olkin (KMO) Sampling Efficiency and Bartlett's Test of Sphericity (BKT), which are prerequisites, were examined. According to the results, KMO value was found to be 0.797 and BKT result chi-square value was found to be significant (Approx. Chi-Square: 4964,454, df = 253, Sig = 0.00). As a result of the exploratory factor analysis, the hedonic shopping motivation variable consists of factors as suggested in the literature. The total variance of the six factors was calculated as 68,660. Factor loadings and Cronbach's alpha values for the factors are shown in detail in Table 2.

Table 2. Factor Analysis Results for Hedonic Shopping Motivation

	<i>Factor Loadings</i>	<i>% of Variance</i>	<i>Cronbach Alpha</i>
<i>Value Shopping</i>		22,665	,925
Value Shopping 2: I enjoy hunting for bargains when I shop on Instagram	,897		
Value Shopping 1: For the most part, I shop on Instagram when there are sales	,886		
Value Shopping 3: I enjoy looking for discounts when I shop on Instagram	,815		
Value Shopping 4: I shop on Instagram to take advantage of sales.	,789		
<i>Adventure Shopping</i>		14,595	,895
Adventure Shopping 3: Shopping on Instagram is a thrill to me	,861		
Adventure Shopping 1: To me, shopping on Instagram is an adventure	,801		
Adventure Shopping 4: Shopping on Instagram makes me feel like I am in my own universe	,792		
Adventure Shopping 2: I find shopping on Instagram stimulating	,772		
<i>Idea Shopping</i>		9,787	,878
Idea Shopping 2: I shop on Instagram to keep up with the trends	,917		
Idea Shopping 3: I shop on Instagram to see what new products are available	,811		
Idea Shopping 1: I shop on Instagram to keep up with the new fashions	,799		
Idea Shopping 4: I shop on Instagram to experience new things	,641		
<i>Social Shopping</i>		9,143	,869
Social Shopping 3: To me, shopping on Instagram with friends or family is a social occasion	,891		
Social Shopping 4: Shopping on Instagram with others is a bonding experience	,866		
Social Shopping 1: I shop on Instagram with my friends or family to socialize	,736		

Social Shopping 2: I enjoy socializing with others when I shop on Instagram	,580		
<i>Role Shopping</i>		7,054	,839
Role Shopping 2: I feel good when I buy things on Instagram for the special people in my life	,876		
Role Shopping 1: I like shopping on Instagram for others because when they feel good I feel good	,731		
Role Shopping 4: I enjoy shopping on Instagram to find the perfect gift for someone	,717		
Role Shopping 3: I enjoy shopping on Instagram for my friends and family	,695		
<i>Relaxation Shopping</i>		5,416	,894
Relaxation Shopping 1: When I'm in a down mood, I shop on Instagram to make me feel better	,853		
Relaxation Shopping 2: To me, shopping on Instagram is a way to relieve stress	,839		
Relaxation Shopping 3: I shop on Instagram when I want to treat myself to something special	,691		

The purpose of confirmatory factor analysis used in both scale development and validity analysis is to verify a predetermined structure (Bayram, 2010). The extent to which a previously recovered structure is suitable with the researcher's data, the relationship between the observed variables and the latent variables and the determination of the extent to which latent variables are explained by the observed variables are revealed by confirmatory factor analysis (CFA) (Meydan and Şeşen, 2011). The measurement model, in which the relationships between all the variables in the research model are tested, is shown in Figure 2.

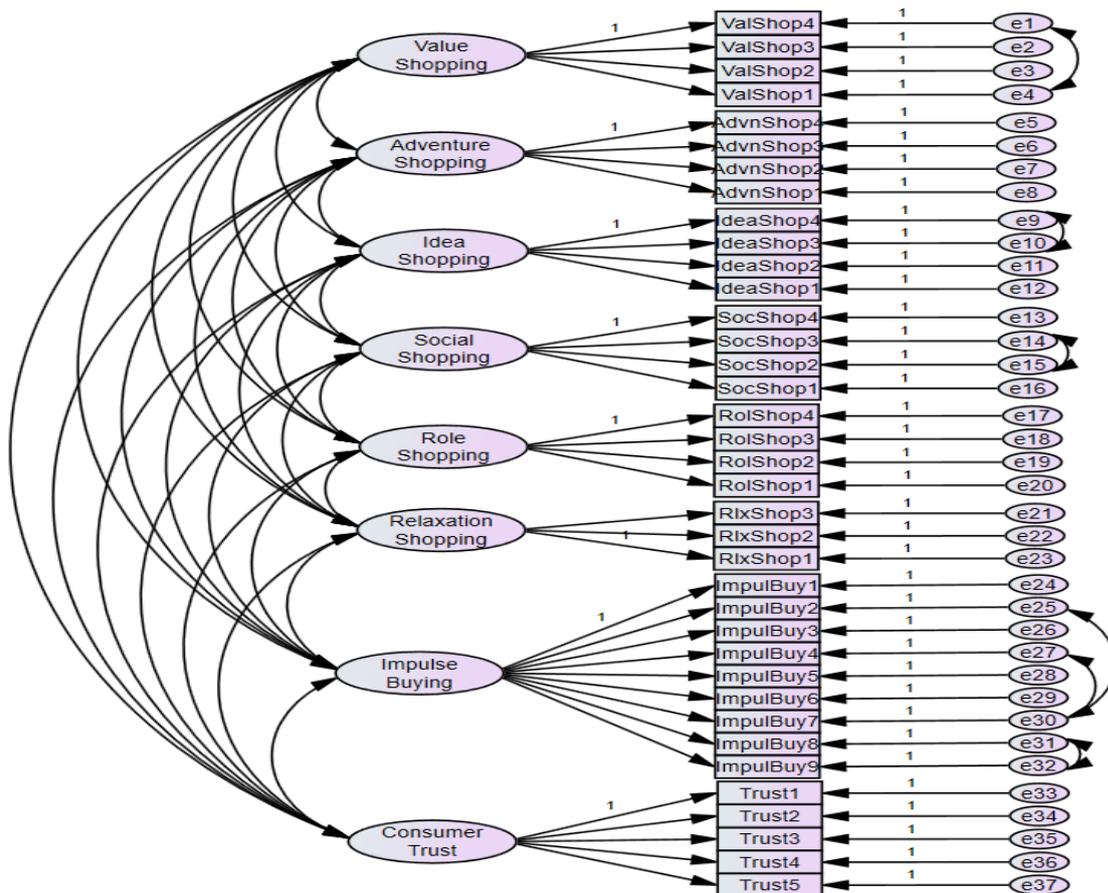


Figure 2. CFA model for all variables in the research model

Confirmatory factor analysis was applied to all variables included in the study and obtained fit indices as a result of the analysis and the reference values of fit indices are given in Table 3

(Doll, et al., 1994; Hair, et al., 2010). Hair, et al., (2010) suggest different fit indices depend on observed variables and number of observations. If the observed variables are greater than or equal 30 and observations are over 250, they suggest the reference values below.

Table 3. Fit Indices of the CFA Model for all variables included in the study

Fit Indexes	Calculated Value	Suggested Value
χ^2/df	1,931	≤ 3
RMSEA	0,054	$\leq 0,07$
GFI	0,844	$\geq 0,8$
AGFI	0,816	$\geq 0,8$
CFI	0,932	$\geq 0,9$
TLI	0,924	$\geq 0,9$

4.3. Validity and Reliability Analysis

Confirmatory factor analysis was applied to test validity and reliability, and composite reliability (CR), convergent validity and discriminant validity were examined. Looking at the values in Table 4, it is seen that the CR value for all variables exceeds 0.70. The Average Variance Extracted (AVE) value explained for convergent validity is expected to be above 0.50 and this condition has also been met. For discriminant validity, the maximum shared variance (MSV) and average shared variance (ASV) are lower than the Average Variance Extracted (AVE) value and the conditions for discriminant validity were met too.

Table 4. Validity and Reliability Results

	CR	AVE	MSV	ASV	Value Shopping	Adventure Shopping	Idea Shopping	Social Shopping	Role Shopping	Relaxation Shopping	Impulse Buying	Consumer Trust
Value Shopping	0,919	0,74 1	0,213	0,937	0,861							
Adventure Shopping	0,897	0,68 6	0,119	0,903	0,168**	0,828						
Idea Shopping	0,876	0,64 4	0,119	0,941	0,183**	0,164**	0,803					
Social Shopping	0,892	0,67 5	0,119	0,924	0,017	0,345***	0,101†	0,822				
Role Shopping	0,843	0,57 6	0,022	0,867	0,039	0,078	0,004	0,149*	0,759			
Relaxation Shopping	0,896	0,74 3	0,438	0,911	0,461***	0,194**	0,344** *	0,150*	0,025	0,862		
Impulse Buying	0,920	0,56 4	0,438	0,927	0,211***	0,214***	0,239** *	0,048	0,046	0,662***	0,751	
Consumer Trust	0,908	0,66 6	0,166	0,922	0,346	0,278	0,248	0,098	0,004	0,356	0,408	0,816

4.4. Structural Analysis

The structural model was tested after exploratory factor analysis, confirmatory factor analysis, validity and reliability tests are applied and the results of the hypothesis tests are shown in Table 5. As a result of the structural analysis, when looking at the model fit values, it was found that χ^2/df value was 1.957, RMSEA value was 0.054, GFI value was 0.843, AGFI value was 0.815, CFI value was 0.930 and TLI value was 0.922 and all values are above the recommended values.

Table 5. Hypothesis Tests

<i>Independent Variable</i>	<i>Dependent Variable</i>	<i>Std. Regression Weight</i>	<i>C.R.*</i>	<i>Standard Error</i>	<i>Sig. (P)</i>	<i>Result</i>
Value Shopping	Impulse Buying	-,142	-2,573	,043	,010	H ₁ Supported
Value Shopping	Consumer Trust	,193	3,007	,045	,003	H ₂ Supported
Adventure Shopping	Impulse Buying	,137	2,591	,039	,010	H ₃ Supported
Adventure Shopping	Consumer Trust	,196	3,164	,041	,002	H ₄ Supported
Idea Shopping	Impulse Buying	,007	,133	,055	,895	H ₅ Not Supported
Idea Shopping	Consumer Trust	,108	1,834	,058	,067	H ₆ Not Supported
Social Shopping	Impulse Buying	-,111	-2,209	,037	,027	H ₇ Supported
Social Shopping	Consumer Trust	-,014	-,240	,038	,810	H ₈ Not Supported
Role Shopping	Impulse Buying	,038	,788	,057	,431	H ₉ Not Supported
Role Shopping	Consumer Trust	-,021	-,363	,059	,717	H ₁₀ Not Supported
Relaxation Shopping	Impulse Buying	,717	9,484	,046	***	H ₁₁ Supported
Relaxation Shopping	Consumer Trust	,213	3,123	,037	,002	H ₁₂ Supported

*C.R.: Critic Ratio

When the structural equation analysis results are examined; It was determined that adventure shopping and relaxation shopping have a positive effect on impulse buying, therefore H₃ and H₁₁ hypotheses were accepted. On the other hand, H₁ and H₇ hypotheses were accepted since it was determined that value shopping and social shopping have a negative effect on impulse buying. There is no significant effect of idea shopping and role shopping on impulse buying, therefore H₅ and H₉ hypotheses were rejected.

Considering the effect of hedonic shopping motivation dimensions on consumer trust; It was observed that value shopping, adventure shopping and relaxation shopping have significant effects, whereas idea shopping, social shopping and role shopping have no significant effect. Among these effects, value shopping has a negative effect on consumer trust, while adventure shopping and relaxation shopping have a positive effect. For this reason, H₂, H₄ and H₁₂ hypotheses were accepted and H₆, H₈ and H₁₀ hypotheses were rejected.

5. Conclusion

The dominance of the use of photographs in content produced through social networking sites increases the importance of Instagram, which is one of the social media tools. It is very important to examine social networking sites, which are frequently used by both companies and consumers in online shopping. In this study, it is aimed to examine the hedonic shopping motivations of female consumers who make impulse buying on Instagram. In addition, to reveal the effects of the variables of social shopping, relaxation shopping, adventure shopping, value shopping, role shopping, and idea shopping on consumer trust is another aim of the study.

In order to test the expected relationships in the study, 324 data were collected by an online survey method from female consumers who actively use Instagram, a social networking site and who have had an experience of shopping on Instagram. Structural equation modeling was

used in the analysis of the collected data and when the analysis results were examined, it is seen that adventure shopping and relaxation shopping have a positive effect on impulse buying, while value shopping and social shopping have a negative effect on impulse buying. As mentioned in the literature, it is known that consumers experience the feeling of being in another world by meeting the desire to seek adventure and excitement through websites and this has a positive effect on online purchase intention (Arnold and Reynolds, 2003; Fiore, et al., 2005; Kim, 2006; Kim, et al., 2007; Kang and Park - Poaps, 2010; Kim, et al., 2010). Curiosity to see items through technology can satiate their exploratory tendencies (Sherry, 1990). On the other hand, relaxation shopping that makes consumers feel internally positively affects online purchasing behavior (Childers, et al., 2001; Koufaris, et al., 2001; Li, et al., 2001; Swinyard and Smith, 2003; Ganesh, et al., 2007; Kim, et al., 2007). Consumers believe that shopping is a method to unwind and escape from the stresses of life (Yu and Bastin, 2010). It was concluded that idea shopping and role shopping do not have a significant effect on impulse buying. The reason for this may be that consumers' activities such as following fashion and trends or shopping for family and friends carry out within a certain plan. Looking at the relationship between the dimensions of hedonic shopping motivation and consumer trust, it was concluded that value shopping, adventure shopping and relaxation shopping dimensions have a significant effect and idea shopping, social shopping and role shopping have no significant effect on consumer trust. Among these effects, adventure shopping and relaxation shopping have a positive effect on consumer trust, while value shopping has a negative effect. It is thought that consumer trust perception is shaped in a more positive direction because the priority of the person in relaxation shopping is to enjoy, to feel good and to do something special for himself and in adventure shopping to feel excitement, to see shopping as an adventure. On the other hand, it can be said that value shopping motivations such as discounts and convenient opportunities can have a negative effect on consumer trust, as they may involve risk and uncertainty, especially in shopping made on Instagram. It is thought that the reason why idea shopping, social shopping and role shopping dimensions do not have a significant effect on consumer confidence is that consumers prioritize risk perception, especially when they experience fashion, trends and new products or while shopping for people special to them and involving their social environment in this process.

Contrary to the studies carried out to determine the effects of hedonic motivation on consumers' impulsive buying behavior, examining the effects of hedonic motivation's sub-dimensions on consumer trust and impulsive buying behavior on Instagram, a social media tool without a payment system, contributes to the literature. Revealing the effects of hedonic motivation dimensions on impulse buying and consumer trust reveals the dimensions that brands and boutique sellers should pay attention to in their sales. In future studies, different social media tools can be examined, comparisons can be made in terms of gender and different variables can be included in the model.

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