
THE MARKETING STRATEGY USING BRAND TRUST AND HEDONIC SHOPPING MOTIVATION ON ONLINE PURCHASING DECISIONS

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ABSTRACT

This study aims to explore the influence of brand trust and hedonic shopping motivation on online purchasing decisions. In today's digital era, consumer purchasing decisions are increasingly influenced by psychological and emotional factors, as well as interactions with brands through digital platforms. Brand trust plays a key role in shaping consumer perceptions of products and services, while hedonic shopping motivation includes consumers' drive to shop driven by emotional satisfaction and personal pleasure. The methodology used in this study is a quantitative approach using a questionnaire distributed to consumers who are active in shopping online. The results show that these two variables have a significant positive influence on online purchasing decisions. Brand trust helps build consumer loyalty and trust, while hedonic shopping motivation increases consumer engagement and satisfaction in online shopping activities. The contribution of this paper is to provide marketers with insight into the importance of building strong brand trust and creating a pleasant shopping experience to effectively influence online purchasing decisions.

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1. INTRODUCTION

In the ever-growing digital era, consumer purchasing decisions are increasingly influenced by psychological and emotional factors (Hamdan & Aldhaen, 2024; SOLIKHAH, 2022). Consumers not only buy products based on functional needs, but also based on the emotional experience and pleasure they feel while interacting with the brand. Two important concepts in this context are brand trust and hedonic shopping motivation (Kaushal & Ali, 2020). Brand trust refers to the level of confidence and stability that consumers have in a brand, which influences their purchasing behavior (Prayogi et al., 2023). Meanwhile, hedonic shopping motivation is related to the search for pleasure, entertainment and emotional satisfaction

in the shopping experience (Arul Rajan, 2020). These two factors play an important role in influencing online purchasing decisions, especially on e-commerce platforms which are increasingly becoming the main choice for consumers in making transactions.

Brand trust functions as a basis that helps consumers make purchasing decisions, because a trusted brand provides a guarantee of the quality and reliability of the product or service offered. This trust is built through consumer experience, product quality, customer service, and consistent and transparent brand communication (Wijaya & Annisa, 2020). On the other hand, hedonic shopping motivation reflects how an enjoyable and emotionally satisfying shopping experience can increase consumer engagement (Ali et al., 2024). Hedonically motivated consumers tend to enjoy the shopping process itself, seeking entertainment and emotional satisfaction, which in turn influences their purchasing decisions.

The importance of understanding these two concepts lies in their ability to help marketers design more effective strategies for attracting and retaining customers. By building strong brand trust and creating hedonically satisfying shopping experiences, marketers can increase consumer loyalty and strengthen brand-consumer relationships (Krishnamurthy & Kumar, 2018). High brand trust not only reduces the risk of purchasing for consumers, but also increases the likelihood that those consumers will make repeat purchases or recommend the product to others (Annissa & Paramita, 2021). In an era where a wide choice of products and brands are available online, an effective marketing strategy must take both of these factors into account (Solikhah et al., 2024). Consumers who trust a brand tend to be more loyal and more likely to make repeat purchases, while hedonically satisfying shopping experiences can encourage more impulsive purchasing behavior and increase transaction frequency. Therefore, it is important for marketers to understand how brand trust and hedonic shopping motivations interact and influence online purchasing decisions (Solikhah et al., 2023).

This study aims to explore the influence of brand trust and hedonic shopping motivation on online purchasing decisions. By using a quantitative approach and collecting data from consumers who are active online shoppers, this paper is expected to contribute to providing deeper insights into the dynamics between brand trust, hedonic shopping motivation, and consumer purchasing behavior. Based on the overall explanation that has been explained, the purpose of this study is to examine the relationship between the influence of social media marketing and brand trust on purchasing decisions.

2. LITERATURE REVIEW

Brand trust is a central concept in marketing that influences consumer behavior and purchasing decisions. (Wijaya & Annisa, 2020) define brand trust as consumers' confidence in a brand's ability to provide products that meet their expectations. This trust is formed through consumer experience, communication and interaction with the brand. A study by (Annissa & Paramita, 2021) found that brand trust not only influences immediate purchasing decisions but also plays an important role in building long-term loyalty to a brand.

Hedonic shopping motivation relates to the emotional aspect of the shopping experience, which includes the need for pleasure, entertainment, and personal satisfaction. (Krishnamurthy & Kumar, 2018) stated that hedonic shopping is not only related to utilitarian needs but also to the search for emotionally satisfying experiences. (Nurhasanah et al., 2021) show that hedonic aspects of shopping can increase consumer involvement, which in turn influences their purchasing decisions. Hedonically engaged consumers tend to enjoy shopping activities, which can influence product choices and purchase frequency.

Brand trust and hedonic shopping motivation interact with each other in the online context. According to (Kaushal & Ali, 2020), consumers who have high trust in brands tend to be more involved in online shopping and feel more satisfied with their shopping experience. Meanwhile, hedonic shopping motivation on online platforms can be triggered by attractive user interfaces, interactive features, and aesthetic designs of websites or applications. A well-designed shopping experience can increase consumer satisfaction and strengthen their trust in a brand. The importance of brand trust in e-commerce was also discussed by (Prayogi et al., 2023), who stated that online brand trust can increase consumer purchase intentions and loyalty. This trust is often built through customer reviews, testimonials, and product ratings available on

online platforms. Consumers rely on this information to reduce uncertainty in online purchases and to make more confident decisions.

H₁ : Brand Trust has a significant positive effect on Purchase Decision

Hedonic shopping motivation, on the other hand, is often driven by features that offer a fun and interactive shopping experience. (Ali et al., 2024) highlight the importance of aesthetic website design elements and the use of technologies such as gamification to increase hedonic shopping motivation on e-commerce platforms. They show that these elements can make the online shopping experience more interesting and satisfying, which in turn can influence consumers' purchasing decisions.

In the context of digital marketing, an effective strategy must consider both of these aspects to create a satisfying experience and build brand trust. According to (Wang et al., 2022), the integration of brand trust with hedonic shopping experiences can increase the effectiveness of digital marketing campaigns. They suggest that marketers should use a combination of these elements to design campaigns that not only appeal emotionally but also build strong relationships with consumers.

H₃ : Hedonic Shopping Motivation has a significant positive effect on Purchase Decision

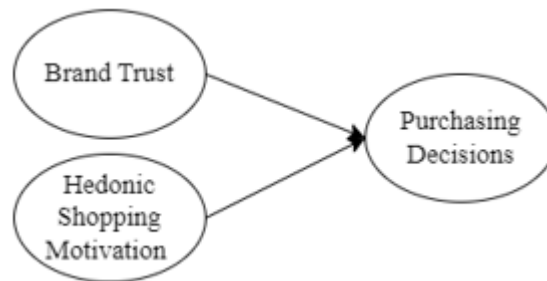


Figure 1 Mechanism of the Relationship between Brand Trust and Hedonic Shopping Motivation on Purchasing Decisions

3. METHODS

This type of research is explanatory quantitative. The objects in this research are the products of all online buyers in Yogyakarta. The sample in this study was selected using a purposive sampling technique. The sample in this study was 110 respondents, of the 110 respondents, 99 respondents filled in completely. The type and source of data used in this research is primary data. Primary data obtained in this research were the results of a questionnaire distributed to respondents who were the research sample. The data analysis used was SEM with the help of the SmartPLS 4.0 program.

Table 1 Operational Definition of Variables

Variable	Operational Definition	Indicator
Brand Trust	Brand trust is consumer confidence in a particular brand which includes confidence that the brand will fulfill its promises, be consistent in quality, and be reliable.	1. Trust. 2. Honest. 3. Safe. 4. Rely.
Hedonic Shopping Motivation	Hedonic shopping motivation is shopping that reflects enjoyment or the individual feels happy if shopping is like going on an adventure in their own world.	1. Adventure Shopping. 2. Social Shopping. 3. Gratification Shopping. 4. Idea Shopping. 5. Role Shopping. 6. Value Shopping.

Variable	Operational Definition	Indicator
Purchase Decision	Purchase decision is the final process in consumer decision making in which an individual or organization decides to purchase a particular product or service.	1. Steadiness when buying products.. 2. Accuracy in purchasing products. 3. Speed in purchasing products.

4. RESULT AND DISCUSSION

Before being analyzed, the validity and reliability of the questionnaire distribution was first carried out. The results of validity testing show that all items are valid because they have a Loading Factor value > 0.5 so these items are excluded from the analyzed model.

Table 2 Final Validity Test Results

Variable	Item	Loading Factor	Information
Brand Trust	BT1	0.839	Valid
	BT2	0.810	Valid
	BT3	0.842	Valid
	BT4	0.808	Valid
Hedonic Shopping Motivation	HSM1	0.768	Valid
	HSM2	0.805	Valid
	HSM3	0.756	Valid
	HSM4	0.727	Valid
	HSM5	0.655	Valid
	HSM6	0.779	Valid
Purchase Decision	KP1	0.879	Valid
	KP2	0.903	Valid
	KP3	0.847	Valid
Acceptable Limits		> 0.5	Accepted

The validation test shows valid results because the loading factor values obtained from all variables measuring the composite reliability value, one can determine reliability by looking at the output results in SmartPLS 4.0. If the composite reliability value is more than 0.7 and the Cronbach's alpha value is recommended to be greater than 0.6, then the variable can be said to be very good.

The results of reliability testing on the research questionnaire show that the value of construct reliability for all items is ≥ 0.70 . Apart from that, the research also obtained a value for the Average Variance Extracted (AVE) for each item ≥ 0.50 . So the results of reliability testing on the research questionnaire show reliable results. Therefore, the data obtained can be processed further for model testing.

Table 3 Reliability Test Results

Variable	Item	Construct Reliability	AVE
Brand Trust	BT1	0.895	0.680
	BT2		
	BT3		
	BT4		
Hedonic Shopping Motivation	HSM1	0.885	0.563
	HSM2		

Variable	Item	Construct Reliability	AVE
	HSM3		
	HSM4		
	HSM5		
	HSM6		
Purchase Decision	KP1	0.909	0.769
	KP2		
	KP3		

Testing Research Model Path Analysis

In PLS, weight estimation for latent variable score components is obtained based on the inner model and the outer model is the relationship between indicators and their constructs. Structural model testing is carried out to test between configurations. Furthermore, decision making to determine whether to accept or reject the hypothesis is based on the resulting significance probability, the value of the significance level is $\alpha = 5\%$ (0.05). The research results are presented in the following table.

Table 4 Path Model Significance Test Results

Variable	Original Sample (O)	Sample average (M)	Standard Deviation (STDEV)	T-Statistic (O/STDEV)	P	Information
BT \square KP	0.318	0.308	0.126	2.520	0.012	Accepted
HSM \square KP	0.274	0.282	0.147	1.858	0.063	Rejected

The results of the significance test in Table 4 show that H_1 is accepted, which means that Brand Trust has a significant effect on Purchase Decision ($0.012 < 0.05$). Hedonic Shopping Motivation also does not have a significant effect on Purchase Decision ($0.063 > 0.05$), so H_2 is rejected.

4.1. Discussion

4.1.1. The positive influence of brand trust on purchasing decisions

The results of testing the second hypothesis, namely the influence of the brand trust variable on purchasing decisions, show a positive path coefficient. The p-value shows a figure of 0.012, less than 0.05 reflecting the existence of a positive and significant influence on the influence of brand trust on purchasing decisions. Brand trust has a significant and positive influence on consumer purchasing decisions. Brand trust is a consumer's belief that a brand will deliver on its promises, be consistent in quality, and be reliable. When consumers trust a brand, they feel confident that the product or service offered will meet their expectations and be safe to use. This trust reduces the perceived risk often associated with purchasing, especially when consumers face a choice between several different brands. Consumers who have a high level of trust in a brand are more likely to choose and buy products from that brand, compared to brands they trust less.

In addition, brand trust also contributes to long-term loyalty and positive word of mouth recommendations. Consumers who trust a brand are not only more likely to make an initial purchase, but are also more likely to make repeat purchases and become loyal customers. This loyalty is strengthened by consistent positive experiences, which build and strengthen trust over time. Additionally, consumers who have high trust in a brand often share their positive experiences with others, recommending the brand to friends, family, and coworkers. These positive recommendations can expand the customer base and increase purchasing decisions among new consumers. Thus, building and maintaining brand trust is a key strategy for companies to improve purchasing decisions and build sustainable customer loyalty.

This research is in line with research by (Nurhasanah et al., 2021) which shows that brand image does not have a direct influence on purchasing decisions, but is fully mediated by brand trust. On the other hand,

packaging information has a positive and significant effect on purchasing decisions. These results are also supported by research conducted by (Wijaya & Annisa, 2020) which explains that brand trust has a positive and significant effect on purchasing decisions, and brand ambassadors have a positive and significant effect on purchasing decisions.

4.1.2. The positive influence of hedonic shopping motivation on purchasing decisions

The results of testing the first hypothesis, namely the influence of the hedonic shopping motivation variable on purchasing decisions, show a positive path coefficient. The p-value shows a figure of 0.063 reflecting the existence of a positive influence and no direct or insignificant influence on the influence of hedonic shopping motivation on purchasing decisions. Hedonic shopping motivation, which emphasizes pleasure and emotional satisfaction in the shopping experience, may not always have a significant influence on consumer purchasing decisions in all contexts. For example, in highly functional or utilitarian product categories, hedonic motivations may be less important than practical considerations such as price, quality, and utility. Consumers shopping for daily necessities or items that have a direct impact on their productivity may focus more on practical aspects rather than seeking an enjoyable shopping experience. In cases like this, purchasing decisions are influenced more by factors such as efficiency, product reliability, and availability, rather than the enjoyment derived from the shopping process itself.

Additionally, there are also individual differences in how hedonic motivation influences shopping behavior. Some consumers may be naturally more interested in pleasurable shopping experiences and tend to make impulse purchases based on hedonic motivations, while others may be more rational and focused on their end goals without being influenced by the emotional aspects of the shopping experience. Demographic factors such as age, income and lifestyle can also influence the level of importance of hedonic shopping motivation. For example, consumers who are older or with lower incomes may be more pragmatic in their purchasing decisions, placing priority on value and function over fun. Therefore, although hedonic shopping motivation may play a role in improving purchasing decisions for some consumers, its influence may not be universally significant and varies depending on the context and individual characteristics.

This research is in line with (Elisa Sofi et al., 2019) which states that hedonic shopping motivation has no effect on purchasing decisions. This research is not in line with previous research (Wang et al., 2022) which aims to explain the influence of hedonic motivation on attitudes, the influence of utilitarian motivation on attitudes, and also attitudes on online purchasing intentions. Research shows that there is no influence between hedonic motivation and attitude, while online purchase intentions show an influence. There is also an influence between utilitarian motivation on attitudes, and there is no influence on online purchase intentions.

5. CONCLUSION

Brand trust and hedonic shopping motivation are two key elements that significantly influence consumers' online purchasing decisions. Brand trust forms a safe basis for consumers in choosing products, increases loyalty and reduces uncertainty in purchasing. On the other hand, hedonic shopping motivation increases consumers' emotional involvement and satisfaction during the shopping process, which can encourage impulse buying behavior and increase transaction frequency. Therefore, an effective marketing strategy must pay attention to these two aspects to create an attractive and trustworthy shopping experience, thereby positively influencing consumer purchasing decisions.

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