

The Influence of Social Media Instagram Promotion and Hedonic Shopping Motives on Purchase Decision at Shopee Clarandkei with Trust as a Moderating Variable

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ABSTRACT

The purpose of this research is to examine the influence of social media Instagram promotion on purchase decision, hedonic shopping motives on purchase decision, trust in moderating the influence of social media Instagram promotion on purchase decision, and trust in moderating the influence of hedonic shopping motives on purchase decision. The variables that are used are social media Instagram promotion (x1) and hedonic shopping motives (x2) as independent variables, purchase decision as dependent variable (y), and trust as moderation variable (m). This quantitative research uses Structural Equation Modelling - Partial Least Square (SEM-PLS) analysis method. Data process uses SmartPLS 4 software. Sampling uses purposive sampling method with questionnaire instrument using Likert scale. Questionnaire is distributed online using Google form media. The population of this research is 3.800 followers that follow Clarandkei Instagram. The sample of this research is as many as 180 respondents who like online cloth shopping and have ever done cloth purchase at Clarandkei Shopee at least once. The result of this research indicates that social media Instagram promotion influences significant and positive on purchase decision, hedonic shopping motives influences significant and positive on purchase decision, trust significantly positive to be the moderator influence of social media Instagram promotion on purchase decision, and trust does not to be the moderator influence of hedonic shopping motives on purchase decision.

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INTRODUCTION

Fashion is a community need that has an important role to describe self-identity in the form of characteristics of the style of clothing used (Pane et al., 2018). Fashion products that are commonly used consist of clothes, bags, wallets, shoes, and accessories. Various choices of fashion products are used to support one's appearance in carrying out daily activities (Pratiwi et al., 2022). Based on data from databoks.id in 2022, fashion products are the highest product chosen by consumers in shopping, which is 65.7%. The amount of enthusiasm from the community makes many fashion brands appear and sellers establish their fashion businesses. Since January 2021, a brand engaged in the fashion industry, Clarandkei, has been established. In marketing products, Clarandkei uses several social media such as Instagram. Clarandkei's Instagram social media has experienced a lot of decline in visitors and enthusiasts, this data is obtained through the insight features found on Clarandkei's Instagram profile, namely, account reached and account engaged. The account reached is how many accounts have seen Clarandkei's Instagram content. The account reached on Clarandkei's Instagram decreased to 56.2% in March 2022. The account engaged is a two-way communication that occurs between Clarandkei's Instagram account and followers. Clarandkei's engaged account also decreased to 79.3% in March 2022. Purchasing decisions from Clarandkei customers on the Shopee marketplace are also still not on target. During 2021, Clarandkei was only able to make 20 million sales, of which there were 126 clothing orders and 9,322 Shopee visitors. In 2022, Clarandkei experienced a decrease in sales of 83.22%, where there were only 34 clothing orders and 4,045 Shopee Clarandkei visitors.

One of the research results states that people's views on the motivation to shop for fashion products are currently supported due to the influence of social media (Indriyani & Suri, 2020).

Social media is not only used to establish relationships between users but also as a promotional media that can easily connect sellers with potential customers. Shopping motivation consists of 2 motives, namely utilitarian shopping motives and hedonic shopping motives. Utilitarian shopping motives are shopping motives based on meeting needs and are not emotional. Hedonic shopping motives are shopping motives for self-satisfaction and seeking pleasure when enjoying the shopping experience (Sebald & Jacob, 2018).

A purchase decision is a person's step in evaluating and obtaining the desired goods or services (Khuong & Duyen, 2016; in Sudirjo, 2021). According to Indriyani & Suri (2020), fashion relies heavily on social media as a medium of interaction that can influence purchasing decisions. Trust is a foundation in business, if the seller and buyer trust each other, a purchase transaction will occur (Prathama & Sahetapy, 2019). In the fashion industry, sellers must be able to convince buyers that the products sold match expectations and maintain buyer privacy, this is because consumers have entrusted the transaction completely to the seller.

Researchers conducted a pre-survey of 14 Clarandkei consumers who obtained the results that 72% of 14 consumers were interested in buying clothes at Clarandkei because of hedonism and only 7% of 14 consumers were interested in buying because of promotions via Instagram. Then in terms of Clarandkei's service, only 29% of 14 consumers think that Clarandkei's service can be trusted. This study was conducted to examine the effect of social media Instagram promotion and hedonic shopping motives on purchasing decisions and to test whether trust can strengthen or weaken promotion through social media Instagram and hedonic shopping motives on purchasing decisions for Shopee Clarandkei products.

LITERATURE REVIEW

Grand Theory

The basic concept used is the Theory of Compulsive Buying Behavior. Someone will not think about how much money will be spent when shopping, but only to fulfill self-pleasure (Sharmat et al., 2009; in Virly & Muhid, 2023). Individuals do this because they want to get out of the reality that has happened to them so compulsive buying is done in order to calm the negative emotions experienced (Faber, 2010; in Virly & Muhid, 2023).

Purchase Decision

Purchase decision is a decision-making process and physical activity that a person does when evaluating, acquiring, and using goods or services (Khuong & Duyen, 2016; in Indriyani & Suri, 2020). Purchase decisions occur when consumers search for information about the preferences of a product of interest so that they evaluate and make choices (Karimi 2013, in Putri, 2021). According to Thompson and Peteraf (2016; in Winasis et al., 2022) there are 4 indicators to determine the purchase decision to be taken, namely 1) As needed, 2) Has benefits, 3) Accuracy of product purchases, 4) Repeated purchases.

Social Media Instagram Promotion

Promotion through social media is a very effective and efficient marketing strategy because it can avoid large promotional costs. According to Sidharta and Boy (2015; in Padmalia & Gabriel, 2022) social media can be a promotional platform for companies to achieve a transaction. One of the social media that is widely used to get information needs is Instagram (Sari & Basit, 2020). According to Nurani and Retno (2021) promotion through Instagram social media has 4 indicators that can be used as measuring instruments, namely 1) Context, 2) Communication, 3) Collaboration, 4) Connection.

Hedonic Shopping Motives

Hedonic shopping motives are a person's motives when shopping to get pleasure and feel that

shopping is an emotionally attractive activity (Utami, 2010; in Nugroho & Idris, 2018). When someone chooses a product to indulge in pleasure and desire within themselves so that positive emotions arise and make product purchases, this is a result of the hedonic shopping motive (Anggraeni & Patrikha, 2021). According to Arnold and Reynolds (2003; in Wardhani & Kusumahadi, 2021), the hedonic shopping motive has 6 indicators, namely 1) Adventure shopping, 2) Social shopping, 3) Gratification shopping, 4) Idea shopping, 5) Role shopping, 6) Value shopping.

Trust

Trust is a feeling of liking and a form of attitude by showing defense against the use of a brand or product (Gunawan, 2013; in Tirtayasa et al., 2021). Trust in this study is trust that focuses on online purchases because sales are made through Instagram social media and Shopee. Business actors must be able to build consumer trust during transactions by guaranteeing that the store is not involved in fraud and that consumers will receive the goods immediately after making a purchase (Tirtayasa et al., 2021). Trust consists of 4 indicators, as follows (McKnight and Chervany, 2002; Anwar & Adidarma, 2016; in Picaully, 2018): 1) Integrity, 2) Benevolence, 3) Competency, 4) Predictability.

The influence of social media Instagram promotion on purchase decision

Research conducted by Indriyani and Suri (2020) shows that social media has a significant positive effect on consumer purchasing decisions. In addition, research conducted by Nasution et al., (2022) also shows that promotion through Instagram social media has a significant positive effect on consumer purchasing decisions for Wilda Collection in Rantauprapat. Research conducted by Pratama and Rubiyanti (2023) shows the same results, where promotion through social media partially has an effect on purchasing decisions.

H1: Social media Instagram promotion has a significant positive effect on purchasing decisions.

The Influence of Hedonic Shopping Motives on Purchase Decision

Research conducted by Varadaraj and Charumathi (2019) suggests that hedonic shopping motives substantially influence online purchasing decisions. Prastiwi and Fitria (2021) show that hedonic shopping motives have a significant positive effect on online purchasing decisions. In addition, research conducted by Mardiana et al., (2020) also suggests that hedonic shopping motives have a positive and significant influence on purchasing decisions on Shopee e-commerce. H2: hedonic shopping motives have a significant positive effect on purchase decisions.

The Effect of Social Media Instagram Promotion on Purchase Decisions Moderated By Trust

According to research conducted by Guspita et al., (2019) shows that trust moderates the influence of promotions through social media on purchasing decisions. In addition, the results of Alawiyah and Mochlasin (2021) show that trust can moderate the effect of sales promotion and advertising on purchasing decisions. Then, research conducted by Sriningsih and Patrikha (2020) found the same result, that trust moderates the influence between promotions on purchasing decisions. H3: trust significantly moderates the influence of social media Instagram promotion on purchase decisions.

The Effect of Hedonic Shopping Motives on Purchase Decisions Moderated By Trust

Based on research conducted by Sharifi et al., (2022) states that trust can moderate hedonic shopping motives on online purchase decisions. Then, research conducted by You et al., (2022) explains that online consumer trust has moderated hedonic shopping motivation on purchasing decisions. H4: trust significantly moderates the

effect of hedonic shopping motives on purchase decisions.

RESEARCH METHOD

The type of research used and conducted in this research is quantitative research. The population of this research is 3,800 followers who follow Clarandkei's Instagram. Sampling in this study used non-probability sampling techniques with a purposive sampling method, namely sampling which is limited by specific criteria on individuals to provide the information needed (Syahputra et al., 2019). The specific criteria in this study include:

1. Enjoyed online clothing purchasing
2. Had purchased clothing from Shopee Clarandkei at least once.

Determination of sample size in PLS-SEM research uses 5 to 10 times the number of indicators (Hair et al., 2014; in Ariliusra & Games, 2020). The sample used in this study was 180 samples (has met the maximum requirement of 10×18 indicators = 180 samples). Using Google Form media, the questionnaire was disseminated online and the data was processed using SmartPLS 4 software.

RESULT AND DISCUSSION

In this study, researchers used SmartPLS 4 software for data processing on outer model evaluation (validity and reliability tests), inner model evaluation (R-Square test, f-square test, significance of path coefficients), and blindfolding. This study has 4 latent variables with 18 indicators. Figure 1 is a path diagram of this research.

Figure 1 shows the path diagram of this study. The outer loading value in the interval 0.4 to 0.7 needs to be considered so that the indicator is removed from the model, because the outer loading value must be above 0.7. Researchers eliminated the HSM1 indicator because it obtained a low outer loading value of 0.671 (below 0.7).

The calculation of the outer loading value was carried out again after eliminating the HSM1 indicator.

Figure 2 shows the path diagram after eliminating the HSM1 indicator. The results show that after eliminating the indicator, all outer loading values on each indicator have met the criteria (outer loading value above 0.7).

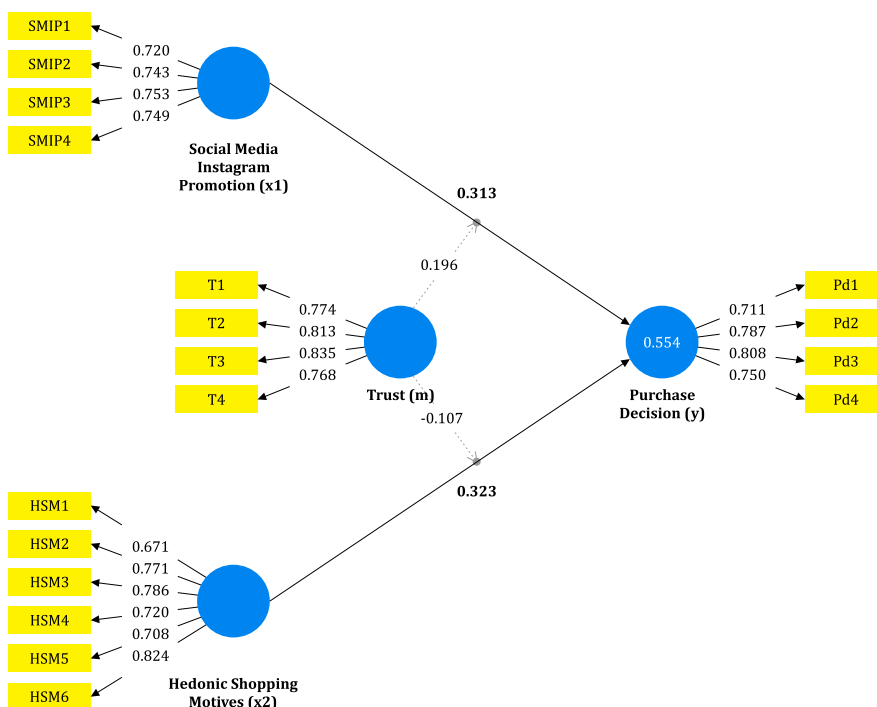


Figure 1. Path Diagram Before Indicator Elimination
Source: Data processed by researchers (2023)

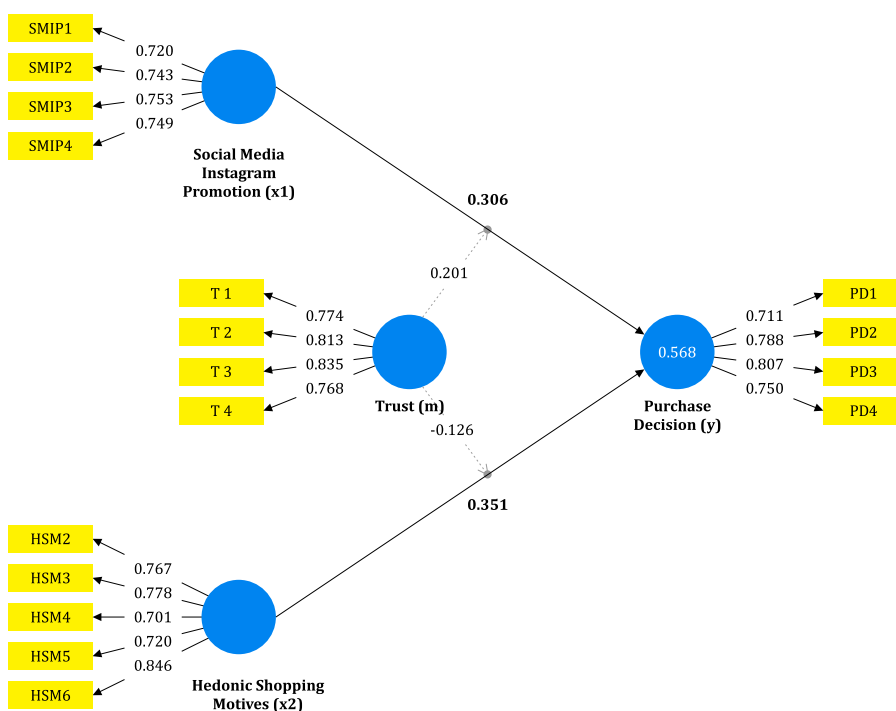


Figure 2. Path Diagram After Elimination of HSM1 Indicator
Source: Data processed by researchers (2023)

Validity Test

The results of convergent validity can be obtained through the calculation of outer loading with the condition that the value must be above 0.7 and also the calculation of AVE with the provision that the minimum value is 0.5. Discriminant validity can be seen in the cross loading value, Fornell-Larcker Criterion, and the value on HTMT. Provisions for the cross loading value > 0.7. In the Fornell-Larcker Criterion test, the value of the square root of the AVE must be greater than the correlation between other constructs. The HTMT value must be < 0.90 to be considered valid.

Table 1 shows the outer loading results after the elimination of the HSM1 indicator. All remaining indicators after elimination have indicator values above 0.7 and have met the criteria, so the validity test can be continued.

Table 2. AVE Results After Eliminating HSM1 Indicator

Variable	AVE
<i>Hedonic Shopping Motives (x2)</i>	0,584
<i>Purchase Decision (y)</i>	0,585
<i>Social Media Instagram Promotion (x1)</i>	0,550
<i>Trust (m)</i>	0,637

Source: Data processed by researchers (2023)

Table 2 shows the AVE value of each variable after elimination of the HSM1 indicator. All AVE values on each variable are above the value of 0.5, which means they have met the value requirements.

Table 3 shows the cross loading value of the research variables after the HSM1 indicator is eliminated. All cross loading values on each variable indicator are above 0.7.

Table 1. Outer Loading Results After Eliminating HSM1 Indicator

Variable	Indicator	Outer Loading
<i>Purchase Decision (y)</i>	Pd1	0,711
	PD2	0,788
	PD3	0,807
	PD4	0,750
<i>Social Media Instagram Promotion (x1)</i>	SMIP1	0,720
	SMIP2	0,743
	SMIP3	0,753
	SMIP4	0,749
<i>Hedonic Shopping Motives (x2)</i>	HSM2	0,767
	HSM3	0,778
	HSM4	0,701
	HSM5	0,720
	HSM6	0,846
<i>Trust (m)</i>	T1	0,774
	T2	0,813
	T3	0,835
	T4	0,768

Source: Data processed by researchers (2023)

Table 4 shows the Fornell-Larcker Criterion after eliminating the HSM1 indicator, all values of the square root of the AVE remain greater than the correlation between other constructs.

Table 5 shows the results of the HTMT test after eliminating the HSM1 indicator, where all HTMT values are below 0.9, which means that all constructs are valid.

Table 3. Cross Loading After Eliminating HSM1 Indicator

	HSM (x2)	PD (y)	SMIP (x1)	T (m)
HSM2	0,767	0,254	0,076	0,257
HSM3	0,778	0,238	0,132	0,278
HSM4	0,701	0,300	0,205	0,278
HSM5	0,720	0,392	0,197	0,132
HSM6	0,846	0,617	0,327	0,355
PD1	0,387	0,711	0,380	0,211
PD2	0,518	0,788	0,405	0,453
PD3	0,427	0,807	0,412	0,419
PD4	0,290	0,750	0,405	0,495
SMIP1	0,175	0,333	0,720	0,014
SMIP2	0,281	0,430	0,743	0,279
SMIP3	0,183	0,392	0,753	0,106
SMIP4	0,181	0,387	0,749	0,250
T1	0,243	0,384	0,242	0,774
T2	0,311	0,437	0,190	0,813
T3	0,309	0,500	0,173	0,835
T4	0,234	0,332	0,127	0,768

Source: Data processed by researchers (2023)

Table 4. Fornell-Larcker Criterion After Eliminating HSM1 Indicator

	HSM (x2)	PD (y)	SMIP (x1)	T (m)
Hedonic Shopping_Motives (x2)	0,764			
Purchase_Decision (y)	0,535	0,765		
Social Media Instagram Promotion (x1)	0,280	0,523	0,742	
Trust (m)	0,348	0,528	0,230	0,798

Source: Data processed by researchers (2023)

Table 5. HTMT Results After Eliminating HSM1 Indicator

	HSM (x2)	PD (y)	SMIP (x1)	T (m)	T (m) x HSM (x2)	T (m) x SMIP (x1)
Hedonic Shopping_Motives (x2)	0,583					
Purchase_Decision (y)	0,326	0,696				
Social Media Instagram Promotion (x1)	0,404	0,641	0,303			
Trust (m)	0,103	0,175	0,078	0,284		
Trust (m) x Hedonic Shopping_Motives (x2)	0,156	0,208	0,282	0,100	0,299	
Trust (m) x Social Media Instagram Promotion (x1)						

Source: Data processed by researchers (2023)

Reliability Test

According to Ghozali and Latan (2015; in Hamid & Anwar, 2019), testing construct reliability with Cronbach's alpha can provide a lower value, therefore it is more advisable to use composite reliability in reliability testing with a value of > 0.70.

Table 6 shows that after eliminating the HSM1 indicator, all composite reliability values are above 0.70 so all constructs are reliable.

R-Square

The calculation of the R-Square has a value provision, if the result of the R-Square value is at 0.25 it can be interpreted as weak, the result of a value of 0.50 is classified as moderate, and the result of a value of 0.75 indicates strong (Ghozali & Latan, 2015; in Hamid & Anwar, 2019).

Table 7. R-Square

	<i>R-square</i>	<i>R-square adjusted</i>
Purchase_Decision (y)	0,568	0,556

Source: Data processed by researchers (2023)

Table 7 shows the calculation results after the R-Square test, where the R-Square value on the purchase decision variable (y) is 0.568, which

Table 6. Composite Reliability After Eliminating HSM1 Indicator

	<i>Cronbach's alpha</i>	<i>rho_A</i>	<i>Composite reliability</i>	<i>AVE</i>
Hedonic Shopping_Motives (x2)	0,832	0,922	0,875	0,584
Purchase_Decision (y)	0,764	0,773	0,849	0,585
Social Media Instagram Promotion (x1)	0,728	0,731	0,830	0,550
Trust (m)	0,811	0,827	0,875	0,637

Source: Data processed by researchers (2023)

Table 8. f-square

	<i>HSM (x2)</i>	<i>PD (y)</i>	<i>SMIP (x1)</i>	<i>T (m)</i>
Hedonic Shopping_Motives (x2)		0,230		
Purchase_Decision (y)				
Social Media Instagram Promotion (x1)		0,181		
Trust (m)		0,177		
Trust (m) x Hedonic Shopping_Motives (x2)		0,036		
Trust (m) x Social Media Instagram Promotion (x1)		0,066		

Source: Data processed by researchers (2023)

means that the variation in changes in endogenous variables that can be explained is 56.8%, while the remaining 43.2% can be influenced by other variables outside this research model. Based on the results of the R-Square value of 0.568, the variables used in this study are stated to have sufficient influence on the purchase decision variable.

f-Square

The results of the f-square value for the direct effect between variables using the provisions of a value of 0.02 is low, a value of 0.15 is moderate, and a value of 0.35 is high. Furthermore, the f-square value for the moderating effect uses the provisions that the value of 0.005 is defined as low, then the value of 0.01 means moderate, and the value of 0.025 is high.

Table 8 shows that the f-square value for the direct effect between the variables used in this study is stated to be sufficient to influence the purchase decision variable because the value is above 0.15. Furthermore, the results of the f-square value for moderation show that the effect of trust in moderating social media Instagram promotion on purchase decisions is high (f-square = 0.066) because the value is above 0.025.

Significance of Path Coefficients

The significance value is obtained through the bootstrapping test results (t-statistic 1.96 with a significance level of p-value 0.05). According to Garson (2016; in Stefany et al., 2021), a path coefficient value close to 1 means a positive path (the stronger) and a value close to 0 means a negative path coefficient (the weaker).

Table 9 shows the results of the path coefficient values, t-statistics, and p-values through bootstrapping calculations:

1. Social media Instagram promotion has a significant positive effect on purchase decisions with a path coefficient of 0.306 and a t-statistic value of 4.729 (above 1.96) with a p-value of 0.000 (below 0.05).
2. Hedonic shopping motives have a significant positive effect on purchase decisions with a path coefficient of 0.351 and a t-statistic value of 4.269 (above 1.96) with a p-value of 0.000 (below 0.05).
3. Trust significantly moderates social media Instagram promotion on purchase decisions with a path coefficient of 0.201 and a t-statistic value of 2.766 (above 1.96) with a p-value of 0.006 (below 0.05).

4. Trust does not moderate hedonic shopping motives on purchase decisions because it has a path coefficient of -0.126 and a t-statistic value of 1.308 (below 1.96) with a p-value of 0.191 (greater than 0.05).

Blindfolding

The blindfolding test is seen through the results of the Q-Square value with the condition that the value must be above 0.05.

Table 10 shows the results of the blindfolding test with a Q-Square value on the purchase decision variable of 0.317 (above 0.05), indicating that the variables of social media Instagram promotion (x1), hedonic shopping motives (x2), and trust (m) have predictive relevance for the purchase decision variable (y).

Discussion

This study found that social media Instagram promotion has a significant positive effect on purchase decisions. The results of this study are supported by previous research by Padmalia and Gabriel (2022) which assumes that social media can be a promotional platform for companies to achieve a transaction.

Table 9. Path Coefficients

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	P values
Social Media Instagram Promotion (x1) -> Purchase_Decision (y)	0,306	0,311	0,065	4,729	0,000
Hedonic Shopping_Motives (x2) -> Purchase_Decision (y)	0,351	0,387	0,082	4,269	0,000
Trust (m) -> Purchase_Decision (y)	0,313	0,295	0,076	4,100	0,000
Trust (m) x Social Media Instagram Promotion (x1) -> Purchase_Decision (y)	0,201	0,185	0,073	2,766	0,006
Trust (m) x Hedonic Shopping_Motives (x2) -> Purchase_Decision (y)	-0,126	-0,126	0,096	1,308	0,191

Source: Data processed by researchers (2023)

Table 10. Q-Square

	SSO	SSE	Q ² (=1-SSE/SSO)
Hedonic Shopping_Motives (x2)	0,922	0,875	0,584
Purchase_Decision (y)	0,773	0,849	0,585
Social Media Instagram Promotion (x1)	0,731	0,830	0,550
Trust (m)	0,827	0,875	0,637

Source: Data processed by researchers (2023)

The results showed that hedonic shopping motives have a significant influence on purchase decisions. The results of this study are supported by Varadaraj and Charumathi's (2019) research which suggests that hedonic shopping motives substantially influence online purchasing decisions. Often consumers make purchasing decisions driven by hedonic desires due to the emergence of a sense of liking for a product or emotional influence.

This study found that trust moderates the influence of social media Instagram promotion on purchase decisions. The results of this study are in line with the research of Guspita et al., (2019) which shows that trust moderates the influence of promotions through social media on purchasing decisions. The better the trust that consumers have in promotions through Instagram, the consumer purchasing decisions can also increase.

The results showed that trust cannot moderate the effect of hedonic shopping motives on purchase decisions. This study indicates that Clarandkei consumers do not consider trust when they already have a sense of pleasure in the clothes to be purchased.

CONCLUSION

Social media Instagram promotion (x1) and hedonic shopping motives (x2) have a significant positive effect on purchase decision (y) at Shopee Clarandkei. Trust (m) is significantly positive to moderate the effect of social media Instagram promotion (x1) on purchase decision (y) at Shopee Clarandkei. Meanwhile, trust (m) is not a moderator of the influence of hedonic shopping motives (x2) on purchase decision (y) at Shopee Clarandkei.

The researcher's suggestion for Clarandkei is to be more consistent and active in interacting with followers on Instagram to maintain a good relationship with consumers to increase purchasing decisions. Clarandkei needs to pay

attention that consumers shopping to reduce stress, so it is necessary to carry out attractive promotions and sell clothing models that can make consumers feel happy to cause purchasing decisions. In addition, Clarandkei must ensure the security of transactions with buyers because promotions are carried out through social media (online).

Future researchers are expected to collect respondent data on other research objects (other fashion industries) so that future researchers can collect data easily. Future research is expected to provide more specific questionnaire filling criteria to respondents so that researchers can further elaborate on the characteristics of respondents in the study.

Research Limitations

The limitation of this study is that this study uses data collected from 180 Clarandkei Shopee consumers. The obstacle researchers face is the difficulty in obtaining answers from respondents because not all Clarandkei consumers are willing to fill out questionnaires. After distributing the questionnaires, the researcher could not analyze the results of the discussion on the characteristics of the respondents because the criteria for respondents in filling out the questionnaire still needed to be more specific.

The practical and theoretical implication

The practical and theoretical implication of this research is that Clarandkei is expected to be more consistent and active in interacting with followers on Instagram in order to maintain a good relationship with consumers to increase purchasing decisions. Then, Clarandkei needs to pay attention to that consumers shop to reduce stress so the stores need to make attractive promotions and sell clothing models that can make consumers feel happy in order to make purchasing decisions. In addition, Clarandkei must ensure the security of transactions with buyers because promotion is done through

social media (online), and when consumers have decided to buy clothes, it means that consumers have put their trust.

Novelty

The novelty of this study is that trust cannot

moderate hedonic shopping motives on purchase decisions, where there is no research that says trust is not a moderator of hedonic shopping motives on purchase decisions. So it is hoped that this study can add new references for future researchers.

Questionnaire items per variables

No	Statements	Answers				
		Strongly Disagree	Disagree	Agree Enough	Agree	Strongly Agree
Purchase Decision						
1.	I have the need to buy clothes.					
2.	The clothes Clarandkei sells are beneficial to me.					
3.	The price is in line with the quality of Clarandkei's clothing.					
4.	After shopping for clothes at Clarandkei, I have the intention to make repeat purchases in the future.					
Social Media Instagram Promotion						
1.	The captions on Instagram can influence me.					
2.	Communication through Instagram can make it easier to convey information.					
3.	Collaborating with other Instagram accounts (endorsements) can add value to social media.					
4.	A good relationship between Instagram social media accounts can increase purchasing decisions.					
Hedonic Shopping Motives						
1.	I look for exciting new things when I shop.					
2.	Shopping is fun when you're with friends or family.					
3.	I go shopping to reduce my stress.					
4.	When I see ads on social media, I get the urge to shop.					
5.	For me, shopping for others is a fun activity.					
6.	I shop for the cheapest clothes and hunt for discounts.					
Trust						
1.	Clarangkei's honesty and ability to keep promises builds trust.					
2.	Clarangkei's attention, confidence and empathy build trust.					
3.	Guaranteed security and satisfaction when making transactions can build trust.					
4.	My trust can increase if Clarandkei is consistent and can provide assurance about the clothes they sell.					

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