

DOES HEDONIC AND UTILITARIAN MOTIVES AFFECTS INTENTION TO FOLLOW GREEN ACCOUNT? OPINION LEADERSHIP AS A MEDIATING

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INFO ARTIKEL:

Dikumpulkan: ; 21 November 2023

Diterima: ; 15 Januari 2024

Terbit/Dicetak: 29 Januari 2024

ABSTRACT

Many business people use social media as a marketing tool in this digital age. TikTok is one of the social media platforms that is frequently utilized as a tool for product marketing. The number of followers on a TikTok account dramatically impacts how well a product is marketed through TikTok social media. This study tries to analyze the mediation effect of opinion leadership on the relationship between hedonic motives and utilitarian motives on intention to follow green account. This study used a sample size of 200 respondents who knew account TikTok of The Body Shop Indonesia. The sampling method used non-probability sampling with a purposive sampling approach. Data analysis using the SmartPLS application. The research findings show that hedonic and utilitarian motives directly affect opinion leadership, hedonic and utilitarian motives directly affect intention to follow the green account, and opinion leadership affects intention to follow the green account. The mediation effect test shows that opinion leadership is proven to mediate the influence of hedonic and utilitarian motives on the intention to follow the green account.

Keywords: Hedonic Motives, Utilitarian Motives, Opinion Leadership, and Intention to Follow Green Account



Volume 20. Number 1,
Januari 2024, pp. 10-17

<http://doi.org/10.23960/jbm.v11i2.442>

ABSTRAK

Banyak pebisnis yang menggunakan media sosial sebagai alat pemasaran di era digital ini. TikTok merupakan salah satu platform media sosial yang sering digunakan sebagai alat pemasaran produk. Jumlah followers sebuah akun TikTok memiliki pengaruh yang besar terhadap seberapa baik sebuah produk dipasarkan melalui media sosial TikTok. Penelitian ini mencoba untuk menganalisis pengaruh mediasi opinion leadership terhadap hubungan antara hedonic motives dan utilitarian motives pada intention to follow green account. Penelitian ini menggunakan jumlah sampel sebanyak 200 responden yang mengetahui akun TikTok The Body Shop Indonesia. Metode pengambilan sampel menggunakan non probability sampling dengan pendekatan purposive sampling. Analisis data menggunakan aplikasi SmartPLS. Temuan penelitian menunjukkan bahwa hedonic dan utilitarian motives secara langsung berpengaruh terhadap opinion leadership, hedonic dan utilitarian motives secara langsung berpengaruh terhadap intention to follow green account, dan opinion leadership berpengaruh terhadap intention to follow green account. Uji efek mediasi menunjukkan bahwa opinion leadership terbukti memediasi pengaruh hedonic motives dan utilitarian motives terhadap intention to follow green account.

Kata Kunci : Hedonic Motives, Utilitarian Motives, Opinion Leadership, dan Intention to Follow Green Account

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INTRODUCTION

In this digital era, many business people utilize social media to market and sell their products so that buying transactions can be done offline and online, including promoting green accounts. Green accounts as a business have supported Sustainability Development goals (SDGs) for a better life in future businesses and societies (Kuswati, 2023; Yassar & Kuswati, 2023; Noer & Kuswati, 2023; Kuswati & Mulati, 2023). Promoting products and services is a common tactic in marketing communications. In order to educate, convince, and remind customers about what they provide, businesses use marketing communication (Hariyanto, 2016). One social media that is mainly used as a tool to market and sell products is TikTok. TikTok is a short video platform launched by China in September 2016. Initially, TikTok was only used as an entertainment channel, but now it has developed into a tool for business strategies (Alicia et al., 2022). TikTok and other social media differ in the marketing media used (Sulistianti & Sugiarta, 2022).

Based on the results of the research conducted by Alicia et al. (2022), this attractive promotional video

content through the TikTok application hugely influences consumers to buy products. In the TikTok application, many features foster user creativity and are complemented by various music choices to attract more consumers. The attractiveness of promotional media will make consumers continue to consume a product and ultimately form a hedonic lifestyle. The Body Shop is one of the pioneering green product companies engaged in cosmetics and offers products with natural and environmentally friendly ingredients. The Body Shop Indonesia (@thebodyshopindo) company also uses TikTok to promote its products.

The success of marketing a product through TikTok social media is greatly influenced by the TikTok account's amount of followers. The higher the number of people who follow the TikTok account, the more followers will see the uploaded content and the ongoing live broadcast or live streaming. In general, social media users with a high awareness of the environment will be more interested in buying environmentally friendly products. They will feel interested in following or following the social media accounts of the sellers of these environmentally friendly products.

Several motives, such as hedonic and utilitarian, can influence the intention to follow the green account. According to Indrawati et al. (2022), hedonic motives are motives related to the interest in following a social media account and buying products because of the shopping experience, such as pleasure or luxury, while utilitarian motives are motives related to buying products through their usefulness and benefits.

This study aims to examine the impact of hedonic and utilitarian motives on the intention to follow a green account with opinion leadership as a mediating variable and to fill the empirical gap. The empirical gap of this study is the inconsistency in the findings of the connection between hedonic motives, utilitarian motives, and opinion leadership on intention to follow green accounts, some of which are significant and insignificant.

Most previous studies have focused on hedonic and utilitarian motives related to purchasing decisions. No previous research relates to the intention to follow green accounts. In this study, the opinion leadership variable mediates the relationship between the hedonic and utilitarian motives variables and the intention to follow the green account variable. Opinion leadership in this research is the opinion of an individual who can change the opinions of others when viewing a product, such as opinions from celebrities or influencers.

LITERATURE REVIEW

Theory of Planned Behavior

The Theory of Planned Behavior can be used well to explain behavior that requires prior preparation (Ajzen, 1991). The theory of Planned Behavior focuses on the trust perspective, which can influence a person's behavior. This intention or intention initiates a person's behavior (Yuliana, (2004) in Seni & Ratnadi, (2017)).

The Theory of Reasoned Action evolved into the Theory of Planned Behavior. According to scientific evidence, this theory shows that two things affect the intention to act: subjective norms and attitudes toward behavior (Fishbein and Ajzen, 1975). Ajzen (1988) added that another factor influences a person's intention to perform an action, namely their perceived behavioral control, also known as perceived behavioral control. TRA focuses on variables of intention and behavior that are influenced by attitudes and public opinion. The widespread application of TRA identifies components for predicting individual behavior and indicating the decision process (Greene, 2009).

Kautonen et al., (2015) used a longitudinal dataset to conclude that the Theory of Planned behavior (TPB) is a viable explanation for the emergence of business start-up behavior because attitudes, subjective norms, and perceived behavioral control all significantly impact intention. Together, they account for 59% of the variance in intention, which is significantly more than the typical level of variance (30-45%) explained in prior entrepreneurship studies. Few studies have used the TPB in the context of cyber entrepreneurship, even though there are numerous on entrepreneurship in the literature.

Hedonic Motives

Hedonic motives represent the buying process based on enjoyment or luxury. The advancement of websites and their continuous use by users can generate a fun experience for consumers while browsing online sites. They can also lead to a feeling of delight while shopping (Barta et al., 2021).

The pleasure, good vibes, and happiness customers get from their experiences are all included in hedonic value (Kim et al., 2023). Dedeoglu et al., (2018) state that Hedonic value includes emotional worth and novelty or sensation seeking. Hedonic lifestyle characteristics include being content to seek attention, being impulsive and less rational in thought, being a follower and easily swayed, spending more time having fun, having an instantaneous

sense of style, enjoying collecting luxury and technological items, and having a tendency to want things on impulse (Johannes et al., 2017).

Previous literature focusing on fashion and social networking has found that in addition to hedonism and perceived satisfaction, perceived opinion leadership is also related (Akdevelioglu & Kara, 2020). It is recommended that those who exercise opinion leadership work to raise the hedonic worth of their followers to strengthen their opinion leadership (Lin et al., 2018). Also found, according to research conducted by Barta et al., (2023), hedonic motives have a positive impact on the desire to follow accounts. Another study showed that the hedonic motives of Instagram followers are related to their intention to continue to interact and follow specific accounts (Casaló et al., 2017a). Hedonic experiences cause users' emotional states to change, eliciting a favorable response that could raise their pleasure and desire to follow a particular account or profile (Casaló et al., 2017b).

Utilitarian Motives

Regarding online shopping, utilitarian motives refer to buying something based on its functional value. On the other hand, hedonic motives pertain to the emotional experience generated by the online shopping process itself (Fernandes et al., 2020). Consumer seeks to obtain products that can help solve their problems with utilitarian motives in search. They do this with goal-oriented behavior, which considers risk reduction strategies and achieves the goal of searching for the information needed (Abdul Hamid et al., 2019).

Utilitarian motives are more instrumental, goal-oriented, and cognitively motivated (Brown, 2020). Li et al., (2021) found that customers were content with Airbnb in both hotel and Airbnb situations when they received both hedonic and utilitarian values from the platform. However, when determining customer pleasure and memorability in the hotel environment, hedonic values hold greater weight than utilitarian values.

Utilitarian and hedonic values play a significant role in travelers' evaluations of hotels and restaurants because utilitarian values reflect economic benefits (value for money), effectiveness and convenience, and goal satisfaction. In contrast, hedonic values are more concerned with the pleasure of using services and interacting with other customers and service providers (Kim et al., 2023). When guests stay at a hotel, their sense of delight, amusement, originality, or novelty-seeking is heightened, and they derive hedonic values and benefits (Dedeoglu et al., 2018).

According to research by Kholifah, (2020) utilitarian motives positively affect opinion leadership. So, based on the findings of the research by Casaló et al., (2017b), it was found that utilitarian motives can positively affect the intention to follow green accounts on Instagram.

Opinion Leadership

An opinion leader is a person who significantly influences decisions made by others (Rogers & Cartano, 1962). This concept comes from the research of Lazarsfeld (1948) on Fakhreddin & Foroudi, (2022), who claim that communication may not directly impact the behavior that one might think. According to them, opinion leaders get information from the media and then spread it to the public by word of mouth.

Furthermore, social media opinion leaders get their position not because they are exposed to innovations sooner. It contrasts perceived opinion leaders, who get their influence through innovation. Network opinion leaders now have more ways to influence offline networks thanks to social media, and they can reach a far wider audience by using a variety of social media platforms (Akdevelioglu & Kara, 2020).

Opinion leaders can influence the intention to follow green accounts by recommending certain accounts based on hedonic motives. Opinion leaders who share content containing hedonic elements will indirectly influence a person's intention to follow the green account. According to a study by Istanía et al., (2019) opinion leadership influences consumer behavior intentions, namely the intention to interact, recommend, and follow advice.

Intention to Follow green account

Intention, according to the TPB (Ajzen, 1991) is the most essential component of actual behavior because intention indicates a person's desire to behave in a certain way. Previous research proves that both variables are correlated (Venkatesh & Davis, 2000), as intention is a strong signal of how customers will ultimately behave (Casaló et al., 2011).

Following a community account is one of the most crucial social media activities for creating and maintaining a community center of interest. When someone joins a social media community or brand as a fan or follower, they freely expose themselves (Chu & Kim, 2011). According to research carried out by Casaló et al., (2020), opinion

leadership has a positive correlation with the desire to follow green accounts. Users of social media platforms will adhere to the accounts and guidance of leaders' opinions with strong ideas because they offer fascinating, practical, and beneficial information (Audrezet et al., 2020). Based on the theoretical explanation, the following hypothesis was developed, and the conceptual framework used in this study can be seen in Figure 1.

- H1. Hedonic motives have a positive influence on opinion leadership.
- H2. Utilitarian motives have a positive influence on opinion leadership.
- H3. Hedonic motives positively influence the intention to follow the green accounts.
- H4. Utilitarian motives positively influence the intention to follow the green account.
- H5. Opinion leadership positively influences the intention to follow the green accounts.
- H6. The relationship between hedonic motives and intention to follow green accounts can be mediated by opinion leadership.
- H7. The relationship between utilitarian motives and the intention to follow green accounts can be mediated by opinion leadership.

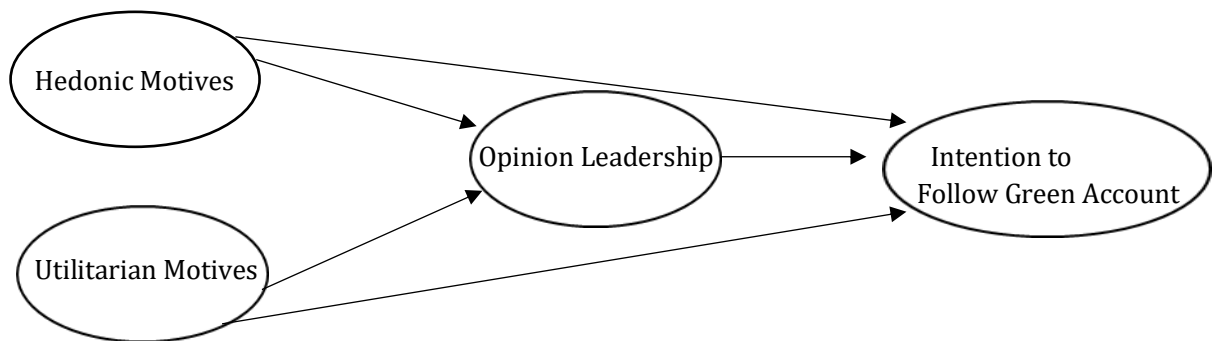


Figure 1. Research Model
 Modified from Indrawati et al., (2022) & Barta et al., (2023)

RESEARCH METHODS

The type of research in this study is a quantitative method, and purposive sampling is used as a sampling technique in this study, which is used for sampling based on specific criteria according to the researcher's needs (Kussudyarsana et al., 2019). The population in this study are individuals who know the TikTok account of The Body Shop Indonesia. The number of samples for this study was 200 respondents.

Researchers in this study used primary data, which refers to information obtained directly from the object under research. By using primary data, researchers can collect data carefully as desired by the researcher. The data is obtained through responses given by respondents. Respondents answered the questionnaire according to their opinions or choices; it was in Google form and distributed by researchers via social media such as WhatsApp and Instagram. For this study, researchers used a 5-point Likert scale, with one representing strongly disagreeing and five representing strongly agree. Moderation analysis is used in this study as part of the data analysis method using SmartPLS. SmartPLS analysis includes two models: the outer model and the inner model.

RESULTS

This study aims to explain the role of opinion leadership in moderating the influence of hedonic and utilitarian motives on the intention to follow green accounts. In this study, researchers used a sample of 200 respondents. The SmartPLS application was used as part of the analysis process. Sample characteristics are shown in Table 1.

Table 1. Respondents Characteristics

		Frequency	Percent
Gender	Male	26	13%
	Female	174	87%
	Total	200	100%
Age	17 – 30	190	95%
	31 – 45	10	5%
	Total	200	100%
Education Level	Junior School	6	3%
	High School	78	39%
	Bachelor	104	52%
	Diploma	2	1%
	Magister	4	2%
	Other	6	3%
	Total	200	100%
Occupation	Student	150	75%
	PNS/ TNI/ POLRI	5	2,5%
	Entrepreneur	10	5%
	Private Sector Employee	14	7%
	Other	21	10,5%
	Total	200	100%
Income Level	< Rp. 3.000.000	144	72%
	Rp. 3.000.001 – Rp. 5.000.000	30	15%
	Rp. 5.000.001 – Rp. 1.000.000	14	7%
	> Rp. 10.000.000	12	6%
	Total	200	100%

Source: Primary data processed by researchers, 2023

Outer Model

The outer model tests whether the instruments used are valid and reliable. A measuring instrument can be valid if the value of outer loadings is > 0.70 and an AVE value is > 0.50 . An instrument can be considered reliable if the value of Cronbach's Alpha (CA) > 0.60 and Composite Reliability (CR) > 0.70 .

Table 2 shows that each indicator has a specified outer loading value of > 0.70 . It indicates that the indicators used in this study are good when used to compile the variables and the AVE value > 0.50 , where HM = 0.701, UM = 0.697, IF = 0.861, and OL = 0.697; this illustrates that each variable in this study can be said to have good discriminant validity. Then, for the reliability test, the CA of each variable is $> 0,70$, where HM = 0.856, UM = 0.853, IF = 0.919, and OL = 0.881. Finally, each variable's composite reliability (CR) also obtained the value recommended by previous research, which is > 0.70 . A higher Cronbach's Alpha coefficient indicates that the measuring instrument is more reliable (Kuswati et al., 2021). Therefore, it can be said that all instruments in this study proved to be valid and reliable.

Table 2. Validity and Reliability Test

Variable	Items	Outer Loadings	AVE	CA	CR
HM	1	0.883	0.701	0.856	0.903
	2	0.884			
	3	0.864			
	4	0.705			
UM	1	0.881	0.697	0.853	0.902
	2	0.879			
	3	0.826			
	4	0.745			
IF	1	0.930	0.861	0.919	0.949
	2	0.954			
	3	0.899			
OL	1	0.809	0.697	0.881	0.913
	2	0.854			
	3	0.845			
	4	0.788			
	5	0.816			

Source: Primary data processed by researchers, 2023

Notes: HM: Hedonic Motives
 UM: Utilitarian Motives
 IF: Intention to Follow green account
 OL: Opinion Leadership

Inner Model and Hypothesis Testing

A goodness of fit test and hypothesis testing are utilized as the measuring model to evaluate the effectiveness of the inner model (Figure 2).

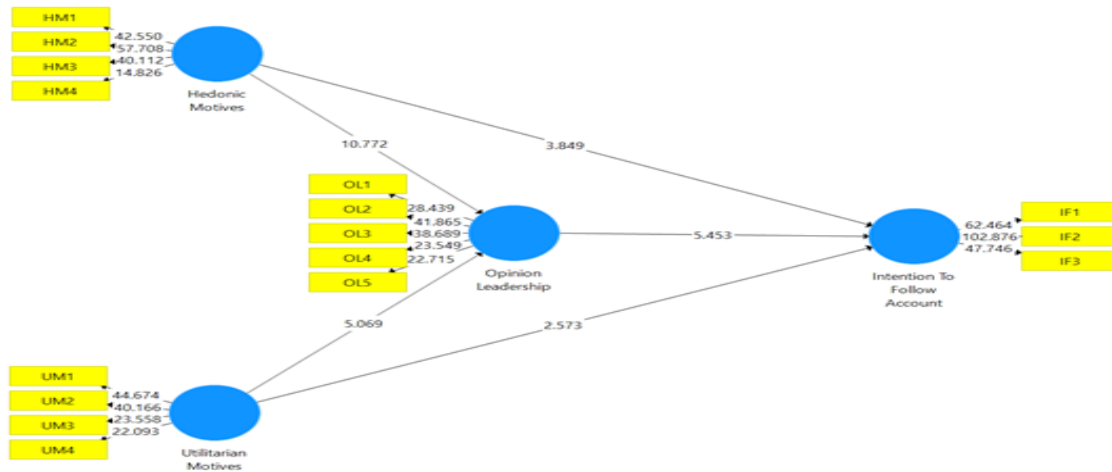


Figure 2. Inner Model

The R-Square (R^2) value indicates how much of the total changes in the independent variable's value may explain shifts in the dependent variable's value. The quality of the model is evaluated by its R-Square value. According to Ghozali (2015), the R-Square value is defined by multiple factors, with 0.75 indicating a robust model, 0.5 indicating a moderate one, and 0.25 indicating a poor one. As shown in Table 3, it can be seen that the value of the intention to follow the green account variable is 0.693 or 69.3%, and the value of the opinion leadership variable is 0.646 or 64.6%. It can be concluded that all models in this study are strong.

Table 3. R-Square

	R-Square	R-Square Adjusted
Intention to Follow green account	0.693	0.688
Opinion Leadership	0.646	0.646

Source: Primary data processed by researchers, 2023

Hypothesis Testing

Hypothesis testing is carried out based on SmartPLS software help. The bootstrapping findings provide these values. In this analysis, we used the criteria of a t-statistic > 1.96, p-value < 0.05, and the beta coefficient is positive; if it fulfills all these rules, it can be supported. Hypothesis testing values can be seen in Table 4.

Table 4. Hypothesis Testing

	Original Sample	T-Statistics	P Values	Descriptions
Direct Effects				
HM → OL	0.572	10.772	0.000	Supported
UM → UL	0.315	5.069	0.000	Supported
HM → IF	0.282	3.849	0.000	Supported
UM → IF	0.178	2.573	0.000	Supported
OL → IF	0.461	5.453	0.000	Supported
Indirect Effects				
HM → OL → IF	0.264	4.704	0.000	Supported
UM → OL → IF	0.145	4.008	0.000	Supported

Source: Primary data processed by researchers, 2023

Notes: HM: Hedonic Motives
 UM: Utilitarian Motives
 IF: Intention to Follow Green Account
 OL: Opinion Leadership

Based on Table 4's findings, it can be seen that the direct effect tested was positive overall. Hedonic motives directly affect opinion leadership ($\beta = 0.572$; t-statistics 10.772; p-values 0.000). Utilitarian motives have a positive, significant influence on opinion leadership ($\beta = 0.315$; t-statistics 5.069; p-values 0.000). Hedonic motives also positively and

significantly affect the intention to follow green account ($\beta = 0.282$; t-statistics 3.849; p-values 0.000). Utilitarian motives significantly and positively affect the intention to follow the green account ($\beta = 0.178$; t-statistics 2.573; p-values 0.000). Opinion leadership positively influences intention to follow green account ($\beta = 0.461$, t-statistics 5.453; p-values 0.000).

Based on Table 4, it is also apparent that the effect of opinion leadership in mediating the relationship between hedonic motives and intention to follow the green account is proven ($\beta = 0.264$; t-statistics 4.704; p-values 0.000). It can be said that hedonic motives indirectly affect the intention to follow green accounts through opinion leadership. Also, the effect of opinion leadership in mediating the relationship between utilitarian motives and intention to follow the green account is proven ($\beta = 0.145$; t-statistic 4.008; p-values 0.000); it may be claimed that utilitarian motives have a significant positive indirect effect on the intention to follow green account through opinion leadership. None of the hypotheses in this study have negative effects, or it can be said that all hypotheses in this study are supported. So, H1, H2, H3, H4, H5, H6, and H7 are confirmed to be supported in this study.

CONCLUSIONS

The conclusion that can be obtained from research that has been conducted with the title “The Influence of Hedonic Motives and Utilitarian Motives on Intention to Follow Green Account with Opinion Leadership as a Mediating Variable” is that hedonic motives have a direct effect on opinion leadership so that the hypothesis 1 supported. Utilitarian motives positively and significantly affect opinion leadership, so hypothesis 2 is supported. Hedonic motives positively affect the intention to follow a green account, so hypothesis 3 is supported. Utilitarian motives directly affect the intention to follow the green account, so hypothesis 4 is supported. Opinion leadership positively and significantly affects intention to follow green account, so hypothesis 5 is supported. Opinion leadership positively mediates the influences of hedonic motives on the intention to follow green account, so hypothesis 6 is supported. Opinion leadership positively mediates the influences of utilitarian motives on the intention to follow the green account, so hypothesis 7 is supported.

The research only looked at hedonic motives, utilitarian motives, opinion leadership, and intention to follow green accounts. Therefore, it is advised to use additional supporting variables to ensure that this research is valuable and can be used as primary material for further research.

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