

# The relations of hedonic browsing and flow experience of Instagram on food and beverages online impulsive buying

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## The relations of hedonic browsing and flow experience of Instagram on food and beverages online impulsive buying

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### Abstract

Instagram is one of the most popular social media platforms used by marketers to sell their products or services. Its features have encouraged its consumers to spend time doing hedonic browsing. This online browsing enables consumers to get flow experience that makes them buy products and services impulsively, especially food and beverages. This study is to determine the effects of hedonic browsing and flow experience of Instagram on food and beverages to online impulsive buying. The questionnaires were taken from 160 respondents and analyzed using SPSS and Partial Least Square (PLS). The results of this study show that hedonic browsing has a positive and a significant influence on flow experience. Flow experience has a positive and significant influence on online impulsive buying. Then hedonic browsing has a positive and significant influence on online impulsive buying. Finally, flow experience has mediated the effect of hedonic browsing on online impulsive buying on food and beverages.

**Keywords:** Hedonic Browsing, Flow Experience, Online Impulsive Buying, Instagram

### 1. Introduction

The development of the advanced and modern era makes it easier for people to socialize and communicate. This is marked by the presence of technology that can make it easier for people to carry out all activities, everything becomes fast-paced and seems to be without distance. With increasingly sophisticated technology, it doesn't take long to communicate and get the latest information. One example of developments in the field of communication and information technology is the emergence of smartphones and the internet which make it easier for people to interact. The emergence of the internet, certainly cannot be separated from social media. Social media is a means of communication where users can express and share ideas, express themselves and use them according to their needs (Saefullah, 2020).

Currently, with the large number of users and advances in social media technology, businesspeople start to make buying and selling transactions and continue to develop their business through social media or what is commonly called social e-commerce (Kumparan, 2021). In addition, social media can be accessed anytime and anywhere due to its availability via smartphones. There are great opportunities for businesspeople to conduct marketing communications anytime and anywhere and

have extraordinary effects (Untari & Fajariana, 2018).

One of the things that supports the rapid development of social commerce is the emergence of the COVID-19 pandemic. This pandemic has changed many things in people's lives, including people's behavior in terms of obtaining products or services. Since the implementation of various policies such as Large-Scale Social Restrictions (PSBB) and the Implementation of Community Activity Restrictions (PPKM), people have become reluctant to leave their homes to shop directly at stores because they want to avoid crowds and physical contact with other people. As a result, people have begun to adapt and buy products and services online to meet their daily needs, ranging from food to other household needs.

Therefore, consumer demand for online products and services has also increased and various services, applications, marketing techniques and online shopping features have emerged. In addition, with the movement to support local businesses for businesspeople who are just starting out during a pandemic through social media, consumers are increasingly willing to buy home-made products (Savira, 2021). People can buy various home-made products through various social commerce, one of which is Instagram.

In Indonesia, Instagram is one of the most popular social media platforms with users reaching

91.77 million users in July 2021 (Rizaty, 2021). Currently, Instagram does not only function as social media, but has turned into a digital marketing tool that can make it easier for businesspeople to market their products. Instagram has 25 million business profiles, 2 million advertisers worldwide and has presented various features that can help businesspeople to market their products (Annur, 2019). Because of the various benefits offered by Instagram, businesspeople have started using this platform to build and develop a business brand (Untari & Fajariana, 2018).

With various features that make it easier for users, the appearance of Instagram, such as photos and videos that are presented attractively, often influence its users to take advantage of their spare time and seek entertainment from this application (Maulhayat et al., 2018). Thus, it also makes its users want to spend time doing hedonic browsing. Hedonic browsing occurs when users browse websites or applications such as Instagram, because they enjoy the browsing activity itself, not searching for a particular product. By doing hedonic browsing, it can increase the flow experience, and in the end, it will also lead to impulsive buying. (Shahpasandi et al., 2020).

Flow experience can be explained as the consumer experience while browsing Instagram either consciously or unconsciously that make a feeling of pleasure arise. Guo et al. (2016) said that flow experience is a condition that occurs when someone does something fun, so he or she wants to keep repeating that activity for his or her own sake. When experiencing a flow experience, consumers are very likely to end up making purchases without thinking. This phenomenon is commonly known as impulsive buying behavior.

Verhagen and Dolen (2011) define impulse buying as a sudden and direct purchase without any intention to shop, unplanned, spontaneous, and decided on the spot. Sometimes consumers can feel like they are out of control and do not think about the consequences of their actions.

In the past, people often made face-to-face transactions including buying food and drinks, but during pandemic Covid-19 everything could be done at home because food and beverage products could be easily accessed via smartphones so that consumers could place orders without having to leave the house (Zuhdi, 2021). In addition, food and beverage products are human daily needs and are low-involvement products. That way, consumers will find it easier to do hedonic browsing which can create a flow experience so that it can encourage online impulsive buying of food and beverage

products. The purpose of this study is to find out the influence of hedonic browsing and flow experience of social media Instagram on food and beverages online impulsive buying.

## 2. Literature Review

### 2.1. Hedonic Browsing

Hedonic browsing is an activity of browsing on the internet, not to buy a particular product, but to enjoy the browsing activity itself or for the sake of pleasure orientation (Shahpasandi et al., 2020). Consuegra et al. (2019) stated that hedonic browsing is an unconscious behavior to seek pleasure, enjoyment, and experience. Shahpasandi et al. (2020) stated three indicators of hedonic browsing:

1. Consumers feel like it is an escape for them when they read people's comments on Instagram.
2. Consumers have a good time when they read people's comments on Instagram.
3. Consumers enjoy reading people's comments on Instagram for their own sake, not just for the information they seek.

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### 2.2. Flow Experience

According to Shahpasandi et al. (2020), flow experience is an optimal experience achieved by a person when doing an activity. Optimal experience leads to feelings of joy and deep pleasure experienced by a person. Furthermore, Hsu et al. (2012) stated that flow experience will lead to positive feelings of consumers. With the positive emotions of consumers, it will facilitate the occurrence of impulsive buying. When consumers experience a flow experience and enjoy browsing and shopping online, consumers will do more exploratory browsing and lead to more impulsive purchases.

Shahpasandi et al. (2020), divided flow experience into 6 aspects as follows.

#### 1. Skills and Challenges

These refer to the ability or capacity of consumers to act as if they had adequate ability to overcome challenges while browsing. Consumers can also learn new skills so that they can increase their self-confidence.

The indicators of skills are:

- a. When using Instagram, consumers know how to find the information that they want.
- b. When using Instagram, consumers think they can use of Instagram better than other users.

- c. When using Instagram, consumers feel that they are in control.
  - d. People think that consumers are skilful at using Instagram.
- While the indicators of challenges are:
- a. Using Instagram challenges consumers.
  - b. Using Instagram challenges, consumers are able to perform to the best of their ability.
  - c. Using Instagram is a good test of consumers' skills.
  - d. Consumers find that using Instagram stretches their capabilities to their limits.
2. **Enjoyment**  
 Enjoyment is an intrinsic motivation, the feeling of pleasure felt by consumers. It is a pleasure and a sense of satisfaction obtained by consumers when using information technology, such as social media Instagram.
- Its indicators are:
- a. Consumers have fun interacting with Instagram.
  - b. Using Instagram is a lot of fun.
  - c. Consumers enjoy using Instagram.
3. **Curiosity**  
 Curiosity arises when consumers browse through Instagram. During flow experience, there will be an increase in sensory and cognitive curiosity. Sensory curiosity leads to a desire for new sensations. While cognitive curiosity leads to the emergence of a desire to know new information.
- The indicators are:
- a. Interacting with Instagram makes consumers curious.
  - b. Using Instagram arouses consumers' imagination.
  - c. Using Instagram excites consumers' curiosity.
4. **Telepresence**  
 When consumers experience a flow experience, consumers will feel like they were in a virtual world physically. This condition is called telepresence.
- The indicators are:
- a. Instagram creates a new world for consumers, and this world suddenly disappears when they stop browsing.
  - b. When consumers use Instagram, their bodies are in the room, but their minds are inside the world created by Instagram.
  - c. When consumers use Instagram, the world generated by it is more real for them than the "real world".
5. **Time Distortion**

This is the perception of time that passes quickly when consumers are browsing the internet. It will make consumers spend more time browsing the internet unconsciously.

Its indicators are:

- a. While using Instagram, consumers are so focused that they completely lose track of time.
- b. Consumers realize time went faster than they thought, and they did not even sense it as they were using Instagram.
- c. Consumers often spend more time on Instagram than they intend to.

#### 1. Concentration

When browsing, consumers will use their concentration and focus fully, feel they are in control and can also lose self-awareness. So, they don't know what is happening around them.

The indicators are:

- a. While using Instagram, consumers are fully absorbed by it.
- b. While using Instagram, consumers are deeply engrossed.
- c. While using Instagram, consumers are completely concentrated on what they are doing.

### 2.3. Online Impulsive Buying

According to Shahpasandi et al. (2020), impulsive buying is a spontaneous decision made by consumers when buying a product without thinking twice about it. Research conducted by Verhagen and Dolen (2011) says that impulsive buying is a behavior that occurs when a consumer is compelled to buy a product without thinking about the reasons for buying the product.

Loudon dan Bitta (1993) in Andriyanto et al. (2016) divided impulsive buying into four types, namely:

1. **Pure Impulse:** this type of purchase is made for pleasure and does not require any prior consideration.
2. **Suggestion Impulse:** in this type of purchase, consumers usually do not know about the product, but may need it the first time they see it.
3. **Reminder Impulse:** this type of purchase occurs when someone sees a product and then remembers that the stock at home is running out or the stock is low.
4. **Planned Impulse:** Planned impulse buying occurs when a buyer enters a store with the intention of buying a product based on special prices, coupons and likes.

Some of the characteristics of impulsive buying proposed by Engel et al. (2010) described as follows.

1. Spontaneity is defined as an unexpected purchase and encourages consumers to make a purchase right now because of a response to visual stimuli at the point of sale.
2. Power, Compulsion, and intensity to set aside everything and act immediately.
3. Excitement and Stimulation refer to a sudden urge to shop for emotions characterized by excited, nervous, or wild behavior.
4. Ignorance of Consequence is an urge to buy without thinking about the negative consequences that will be received.

Shahpasandi et al. (2020) stated four indicators of online impulsive buying:

1. Consumers' purchases were spontaneous.
2. Consumers' purchases were unplanned.
3. Consumers did not intend to make this purchase before it occurred.
4. Consumers could not resist making this purchase at the moment it occurred.

#### 2.4. Hedonic Browsing and Flow Experience

Hedonic browsing affects flow experience positively. This is because the satisfaction experienced by consumers when doing hedonic browsing on Instagram can lead to a flow experience. The longer consumers do hedonic browsing on Instagram, the more consumers are drawn into the flow experience. Various interesting and interactive features on Instagram, such as being able to upload images, videos, and comments as well as sharing stories through Instagram stories can improve consumer experience. So, it can influence consumer attitudes towards Instagram (Shahpasandi et al., 2020). So, the first hypothesis is:

$H_1$ : Hedonic browsing on Instagram has a positive and significant effect on the flow experience.

#### 2.5. Flow Experience and Online Impulsive Buying

The results of the study by Shahpasandi et al. (2020) show that flow experience can increase the occurrence of impulsive buying. This is because when there is flow experience, focus, attention, and consumer satisfaction increase as consumers spend more time browsing on Instagram. Even though sometimes consumers don't have plans to make purchases, with a flow experience, it can increase the chances of online impulsive buying. Individuals who are in a good mood are more likely

to make impulse purchases or spend more. Several studies have suggested that intrinsic pleasure can strengthen the exploratory behavior of online shoppers such as online browsing, which can increase consumers' desire to buy impulsively (Koufaris, 2002). So, the second hypothesis is:

$H_2$ : Flow experience on Instagram has a positive and significant effect on online impulsive buying of food and beverages.

#### 2.6. Hedonic Browsing and Online Impulsive Buying

According to Huang (2016), hedonic browsing and impulsive buying influence each other. Then, Consuegra et al. (2019) also suggested that hedonic browsing encourages consumers to make purchases. So further hypothesis is:

$H_3$ : Hedonic browsing on Instagram has a positive and significant effect on online impulsive buying of food and beverages.

#### 2.7. Flow Experience mediates Hedonic Browsing on Online Impulsive Buying

Consumers will tend to impulsively buy online when they receive more pleasure or flow experience while browsing Instagram. Thus, hedonic browsing will direct the flow experience. The increased flow experience makes consumers spend more time browsing; and ultimately it increases the chances of consumers making purchase decisions. In addition, with the development of e-commerce and Instagram with various features, it makes it easier for consumers to make purchases quickly in response to momentary feelings and impulses or online impulsive buying (Shahpasandi et al., 2020). So, the next hypothesis is:

$H_4$ : Flow experience on Instagram significantly mediates the effect of hedonic browsing on online impulsive buying of food and beverages.

### 3. Methods

In this study, the population is unlimited population (infinite), which include Instagram users in Indonesia. The data collection was done through a self-administered questionnaire posted on Instagram, which appeared to be the most popular image and video sharing application in Indonesia. Sample selected based on purposive sampling. The criteria of the samples are those aged more than 17 years old, Indonesian citizens. They opened Instagram app every day and had experienced hedonic

browsing and online impulsive buying of food and beverages.

Questionnaires using a five-point Likert scale were distributed to 196 respondents but only 160 are valid. Validity and reliability tests were used. From the results of validity test, it shows that all indicators are valid as their values of r-count are > 0.361, except SK1 and SK3. So, these 2 indicators are not used for further analysis. The reliability test shows the three variables are reliable as their Cronbach Alpha's greater than 0.600. Then, data were analyzed using Smart Partial Least Squares (PLS).

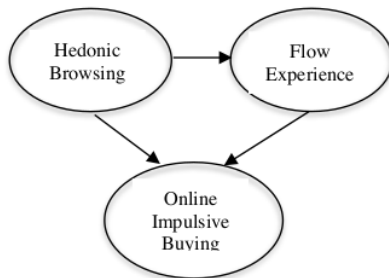


Figure 1. Research Model

4. Analysis

In this research, most of the respondents are woman aged 17-25 years old (66.88%). Respondents in this study were those aged 17-24 years old (87.50%) and graduated from senior high school (56.25%). Most of them spent an average of 1-2 hours per day browsing on Instagram (36,25%) and the average frequency of purchasing food or drinks online after browsing on Instagram was 2 times a month (30,00%).

In addition, their average spending was Rp 50.000,00-Rp 100.000,00 (52.50%). Mostly they bought main courses (70%), like rice bowl, noodle, pasta and the like. They also bought nonalcoholic beverages (86.88%), like beverages made of milk, boba, and soda.

The results of the loading factor can be seen in the following table.

Table 1. Loadings and latent variable coefficient

Item	Loading Factors	P Value	Cronbach's Alpha	Composite Reliability
HB1	0.844	<0.05	0.672	0.817
HB2	0.710	<0.05		
HB3	0.763	<0.05		

SK2	0.702	<0.05	0.945	0.950
SK4	0.655	<0.05		
CH1	0.750	<0.05		
CH2	0.767	<0.05		
CH3	0.745	<0.05		
ENJ1	0.665	<0.05		
ENJ2	0.689	<0.05		
ENJ3	0.615	<0.05		
CUR11	0.716	<0.05		
CUR12	0.737	<0.05		
CUR13	0.716	<0.05		
TELE1	0.727	<0.05		
TELE2	0.716	<0.05		
TELE3	0.710	<0.05		
TIME1	0.716	<0.05		
TIME2	0.659	<0.05		
TIME3	0.706	<0.05		
CON1	0.725	<0.05		
CON2	0.721	<0.05		
OIB1	0.785	<0.05	0.720	0.821
OIB2	0.698	<0.05		
tIB3	0.682	<0.05		
OIB4	0.757	<0.05		

The values of the loading factors in table 1 are bigger than 0,04. In addition, all variables are valid and reliable as the values of Cronbach's Alpha and composite reliability are bigger than 0.60.

Furthermore, the correlation among latent variables can be indicated as per table below.

Table 2. Correlations among latent variables

	HB	FE	OIB
AVE	0.501	0.600	0.536

Based on table 2, the value of the research variables ranges from 0.501 to 0.600. Therefore, it can be concluded that all three variables are valid.

Whereas the means of all variables are as follows.

**Table 3.** Means of all variables

Variables	Mean	Category
Hedonic Browsing	4.084	Agree
Flow Experience	3.367	Quite Agree
Online Impulsive Buying	3.256	Quite Agree

Means of all variables range from quite agree to agree which indicates that the respondents have good perception about those three variables.

The results of R2 can be seen in table 4 below.

**Table 4.** The results of R2

Variables	R2
Flow Experience	0.191
Online Impulsive Buying	0.283

From table 4, it shows that hedonic browsing has influenced flow experience as much as 0.191 (19.10%) and online impulsive online buying as much as 0.283 (28.30%). So, the relations among independent and dependent variables are good enough.

Moreover, the value of Q2 can be counted using further formula:

$$Q2 = 1 - (1 - R12) \times (1 - R22) \dots (1 - Rn2)$$

$$Q2 = 1 - (1 - 0.1912) \times (1 - 0.2832)$$

$$Q2 = 0,114$$

The predictive value 0.114 indicates that the model is relevant and feasible.

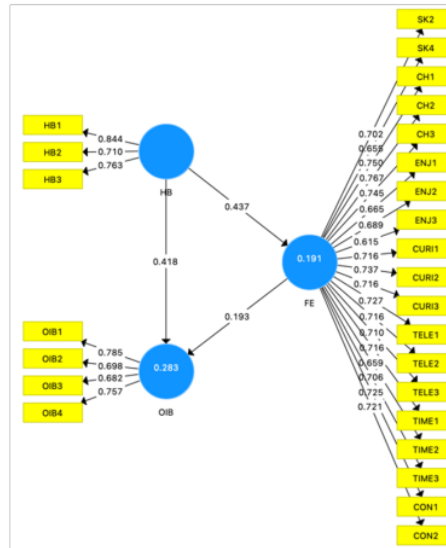
In addition, the results of data analysis using SmartPLS 3.0 can be seen in table 5.

**Table 5.** Path coefficients of direct relationship

Direct Relationship	Original sample	t-statistics	p-values
Hedonic Browsing→ Flow Experience	0.437	6.470	0.000
Flow Experience→ Online Impulsive Buying	0.193	2.406	0.016
Hedonic Browsing →Online Impulsive Buying	0.418	5.983	0.000

Based on the table above, the direct relationships among all variables are positive (as their values of original sample are positive) and significant (as their values of t-statistics are bigger than 1.650). So, the first three hypotheses are accepted.

It is also supported with the outer model framework as per Figure 2.

**Figure 2.** Outer model framework

Whereas the indirect relationship among the three variables can be seen as per table below.

**Table 6.** Path coefficients of indirect relationship

Indirect Relationship	Original sample	t-statistics	p-values
Hedonic Browsing→ Flow Experience→ Online Impulsive Buying	0.840	0.214	0.035

Table 6 suggests that flow experience mediates the relationship between hedonic browsing to online impulsive buying. Therefore, the last hypothesis is proven.

## 5. Discussion

The result of this study shows that hedonic browsing has a significant positive effect on flow experience of social media Instagram. It is in line with research conducted by Shahpasandi et al. (2020) which stated that there is a positive effect of hedonic browsing on the flow experience. The pleasure that consumers get when browsing the Instagram page can lead to a flow experience. In addition, Shahpasandi et al. (2020) also found that online shopping activities through Instagram experienced rapid development due to interesting features on Instagram. These interactive features create pleasure and curiosity in consumers which

leads to hedonic browsing activities on Instagram and leads to a flow experience.

In this study, respondents tend to feel pleased when browsing on Instagram. While in research by Jones et al. (2006), it was found that hedonic browsing activities are closely related to emotional experiences and consumer satisfaction, which causes a flow experience.

Furthermore, flow experience has a significant positive effect toward online impulsive buying on social media Instagram. This study is consistent with the previous research conducted by Shahpasandi et al. (2020), which stated that flow experience has a positive effect on online impulsive buying. Consumers are more likely to buy online impulsively when they get more pleasure from visiting Instagram pages.

The increased pleasure experienced by consumers causes them to spend more time on the Instagram page. Thus, it can encourage online impulsive buying, even though at first consumers do not have plans to buy a certain product. Due to the emotional impulse felt by consumers, it can push consumers to buy a product impulsively. Xiao & Nicholson (2012) also stated that when consumers enjoy the shopping experience, they will be more involved in exploratory browsing on websites which can lead to unplanned purchases.

Moreover, hedonic browsing has a positive and significant effect on online impulsive buying. Consumers who have hedonic browsing tend to buy things online impulsively. They felt as if they could forget their daily routines and they could enjoy themselves very much while browsing hedonically. Thus, it may lead them to have unplanned purchases. This is also in line with the results of the studies by Huang (2016) and Consuegra et al. (2019).

Finally, flow experience mediates the relationship between hedonic browsing and online impulsive buying positively and significantly. The result of this study was consistent with research conducted by Shahpasandi et al. (2020), Lee and Wu (2017) which found that hedonic browsing will lead to a flow experience. With the occurrence of a flow experience, consumers will continue to browse websites and will have a positive effect on impulsive buying. When consumers experience a relaxed and effortless flow experience browsing a website, then the value of hedonic enjoyment will result in a stronger relationship with the product that can lead consumers to make unplanned purchases.

## 6. Conclusions

All four hypotheses in this study are proven. Hedonic browsing has a positive and significant effect on flow experience. Flow experience has a positive and significant effect on online impulsive buying. Hedonic browsing also has a positive and significant effect on online impulsive buying of food and beverages in Instagram. Then, flow experience has mediated wholly the relationship between hedonic browsing and online impulsive buying of food and beverages in Instagram.

However, this study has some limitations as the scope is only food and beverages posted in Instagram. Besides that, the respondents were very limited. Therefore, it would be better if further research can involve more variables and respondents as well as using different social media to be exposed.



# The relations of hedonic browsing and flow experience of Instagram on food and beverages online impulsive buying

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