

## HEDONISTIC AND UTILITARIAN MOTIVATIONS TO VISIT A MALL

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**Abstract:** This study aims to analyze the motivation experienced by consumers to visit Queen City Mall, namely whether it includes hedonistic or utilitarian motivation. Hedonistic and utilitarian motivations are interrelated in driving consumer behavior, where hedonic motivation provides for fear of missing out and impulse buying focuses on fulfilling emotional pleasure and immediate experience, in contrast, utilitarian motivation provides for efficiency and achievement, is oriented toward meeting functional needs and practical goals. This study uses a questionnaire as a means of collecting respondent data. Data analysis was carried out using descriptive analysis methods to provide an overview of shopping behavior and motivation experienced by consumers. The focus of this research is all visitors to Queen City Mall. The sample in this study was taken using purposive sampling, with a total sample of 59 people. The results showed that consumers at Queen City Mall have a higher level of utilitarian motivation compared to hedonic motivation. In addition, efficiency has a much larger number of respondents who choose achievement. The mall manager needs to develop marketing that suits consumer needs so that it can increase the number of visitors and higher revenue.

## INTRODUCTION

Consumers behave in ways that fulfill various needs, and visiting a mall is one way to satisfy these needs. The need to visit a mall may arise from motivational drives (Indrianti & Junaedi, 2016). Purchasing motivation is essentially formed by consumer behavior, which is largely derived from their subconscious mind and often cannot be consistently controlled (Sulistiyowati, 2013). When a need emerges, consumer motivation is formed to fulfill that need by purchasing a product (Sulistiyowati, 2013). Consumer motivation is divided into two categories: hedonistic motivation and utilitarian motivation (Hanasari & Purnamawati, 2021). Hedonistic motivation drives consumers to shop excessively in pursuit of satisfaction (Prihatini & Susanto, 2016). This motivation arises when an individual's desire to shop is easily influenced by new trends or when shopping has become a habitual activity for meeting daily

needs (Prihatini & Susanto, 2016). Unlike hedonism, utilitarian motivation emerges when individuals take logical or rational actions (Hanasari & Purnamawati, 2021).

Hedonism acts as a purchasing motivation rooted in a consumer's desire for satisfaction (Anggreani & Suciarto, 2020). Hedonistic motivation can increase consumer behavior that leads to impulsive buying decisions (Devi et al., 2022). This motivation is driven by psychological needs such as satisfaction, happiness, emotions, prestige, and other feelings (Amira & Annisa, 2021). Hedonism is often considered a form of recreation, as it is defined by consumer behavior that involves purchasing driven by desire, enjoyment, and indifference to the product's price (Khair et al., 2023). Additionally, other driving factors include the desire for freedom, imagination, pleasure, and escaping from problems (Anggreani & Suciarto, 2020). Hedonistic motivation also fosters an individual's desire to shop not only to fulfill needs but also as a spontaneous reaction driven by personal wants (Prasetia, 2020). Consumers with this motivation tend to satisfy their desires through shopping (Afif & Purwanto, 2020). This study focuses on two aspects of hedonistic behavior: fear of missing out (FoMO) and impulsive buying.

The term FoMO is commonly used among young people (San et al., 2019). Individuals with a FoMO mindset experience anxiety over potentially missing out on experiences they believe they should have, which drives them to purchase trending items as a way to fulfill their hedonistic motivations (Ni'mah et al., 2024). FoMO influences consumer purchasing motivation, both for products and services (Sasongko et al., 2023). Research has shown that FoMO significantly impacts impulsive buying behavior (Çelik & Eru, 2019).

Impulsive buying increases consumers' decisions to purchase items out of fear of missing out on highly desirable products, especially those in limited editions (Baekhaqi, 2024). Consumers engaging in impulsive buying often do not carefully consider whether the products they purchase are truly useful (Anggreani & Suciarto, 2020). Impulsive buying arises when consumers instinctively want a product and often disregard the consequences of their purchase decisions. Consumers are more likely to engage in impulsive buying when influenced by hedonistic states or economic reasons such as pleasure and emotional satisfaction (Prihatini & Susanto, 2016).

On the other hand, individuals with a utilitarian perspective tend to purchase products based on logical reasoning and careful consideration (Subakti et al., 2022). They believe shopping and purchasing should serve their primary objectives (Prawita, 2013). Utilitarian motivation is characterized by several traits, including the product's features, information about

the product, economical purchases, and overall comfort (Charisma & Suprpti, 2020). Even though malls showcase a wide array of trendy and modern items, consumers who embrace utilitarian values are not easily tempted by the latest products. Instead, they are drawn to malls because they provide essential daily needs that align with consumers' practical desires, offering a variety of products with competitive pricing and diverse options (Indrianti & Junaedi, 2016). Utilitarian values are divided into two distinct dimensions: efficiency and achievement (Lamidi & Rahadhini, 2017).

Efficiency refers to consumers' need to maximize time savings and optimize financial resources (Lamidi & Rahadhini, 2017). These consumers typically have a well-thought-out shopping plan, including the specific products they intend to purchase and the mall tenants they plan to visit. This approach significantly reduces the time spent shopping. Meanwhile, achievement generally develops within an individual as the fulfillment of a purchasing goal, such as acquiring a long-desired and planned product (Lamidi & Rahadhini, 2017). When consumers purchase products, they often have specific reasons for doing so, which result in feelings of satisfaction and accomplishment. A mall visit must be efficient to ensure that the initial plans of the consumers are successfully realized.

Therefore, this study aims to analyze consumer motivations for visiting malls, whether they are driven by hedonistic values or utilitarian values. Furthermore, it identifies specific hedonistic motivations, such as FoMO and impulsive buying, as well as utilitarian motivations, namely efficiency and achievement. This research provides valuable insights for mall managers in designing malls with more attractive concepts that align with contemporary consumer needs. For mall management, it is essential to continually monitor consumer behavior, which can change over time, as internal motivations significantly influence consumers' desire to make purchasing decisions (Susnita, 2020).

## **RESEARCH METHODS**

The population of this study consists of all mall visitors. Specifically, the research focuses on visitors of Queen City Mall Semarang, as it is the largest and newest modern mall in the city center, offering numerous attractions. Due to the high and indeterminate number of visitors, this study employs a sample. Based on an average of approximately 1,000 visitors per day, a sample size of 100 respondents was initially determined. However, due to incomplete responses from some participants, they were excluded from the analysis, leaving a final sample size of 59 respondents. The sampling technique used in this study is non-probability sampling

through purposive sampling. Purposive sampling is a method in which the sample is selected based on specific criteria (Anggreani & Suciarto, 2020). The criteria for this study include having visited the mall more than once and being within the age range of 17 to 50 years.

This research employs a questionnaire as the data collection method. The questionnaire includes open-ended questions to capture visitors' experiences in the form of brief answers or descriptive paragraphs. It also contains closed-ended questions about respondents' demographics and perceptions of the mall, categorized as multiple-choice options. The questionnaire was created using Google Forms and distributed via WhatsApp messages to respondents using the snowball sampling method. Snowball sampling involves asking initial respondents to contact other potential respondents who meet the criteria, thereby increasing the number of participants (Sutanto & Agustini, 2024).

The analysis method used in this study is descriptive analysis, which aims to illustrate patterns or trends in the data. For closed-ended questions, frequency distribution was used to understand how often each response appeared. For open-ended questions, content analysis was applied to identify themes or patterns in the textual data (Anugraheni et al., 2023). The content analysis process begins with coding, where responses are grouped based on thematic similarities. The frequency of each category is then calculated to systematically analyze the findings. Content analysis helps organize qualitative data by identifying units of analysis, assigning codes, and calculating category frequencies.

## RESULTS AND DISCUSSION

This study aims to analyze the motivations experienced by consumers in visiting Queen City Mall, specifically whether these motivations are classified as hedonistic or utilitarian. Table 1 shows that the majority of respondents in this study are female, aged 19-24 years, with a total of 29 respondents (49.2%). Most of them are students or college students with a high school education background, comprising 25 respondents (42.4%) of the total sample.

**Table 1. Respondent Identity**

Category	Frequency	Percent
<b>Gender</b>		
Male	10	16,9
Female	49	83,1
Total	59	100,0
<b>Age</b>		
<18 Year	6	10,2
>40 Year	15	25,4

Category	Frequency	Percent
19-24 Year	31	52,5
25-31 Year	4	6,8
32-40 Year	3	5,1
Total	59	100,0
<b>Education</b>		
Postgraduate	3	5,1
Bachelor's Degree	28	47,5
High School	28	47,5
Total	59	100,0
<b>Status</b>		
Housewife	13	22,0
Private sector employee	6	10,2
Students	33	55,9
Entrepreneur	1	1,7
Enterpriser	6	10,2
Total	59	100,0

Based on Table 2, the majority of respondents visit Queen City Mall for leisure activities, with a total of 43 respondents (72.9%). Most respondents do not spend beyond their income, as shown by 54 respondents (91.5%). The majority purchase products out of necessity rather than being influenced by FoMO, with 30 respondents (50.8%) indicating this reason. The most commonly needed mall product is clothing, chosen by 40 respondents (67.8%). Additionally, the majority of respondents find it easy to obtain products, as reported by 53 respondents (89.8%), and they prefer to purchase products at the best price, with 35 respondents (59.3%).

**Table 2. Shopping Behavior**

Category	Description	Frequency	Percent
Purpose of Visiting Queen City Mall	Shopping	10	16,9
	Leisure	43	72,9
	Eating	6	10,2
Shopping Beyond Income	Ever	2	3,4
	Sometimes	3	5,1
	No	54	91,5
Reason for Buying Products	Fomo	29	49,2
	Not Fomo	30	50,8
Mall Product Needs	Non-clothing	19	32,2
	Clothing	40	67,8
Ease of Finding Products	Easy	53	89,8
	Not Easy	4	6,8
	Quite Easy	2	3,4
Buying Products at the Best Price	Yes	35	59,3
	No	12	20,3
	Sometimes	12	20,3

This indicates that the majority of respondents admit to frequently purchasing items without prior planning when visiting the mall. Based on the respondent profile, 72.9% of respondents visit Queen City Mall primarily for leisure activities. The most frequently purchased items include clothing, as 67.8% of respondents indicated that clothing is the mall product they often buy.

The majority of respondents (91.5%) stated that they do not buy items impulsively without planning, though many show a tendency to be tempted by visually appealing items or products offering additional value. However, 3.4% of respondents acknowledged that they often purchase items without prior planning during mall visits. The most commonly purchased impulsive items include clothing, accessories, food, and beauty products such as makeup and skincare. Items that draw attention due to large discounts or promotions, such as shirts, unique trinkets, and products from stores like KKV or Miniso, are also popular impulsive choices.

Purchasing decisions at the mall are often influenced by various factors, such as promotions, discounts, or lower prices. Items that appear unique, trendy, or aesthetically pleasing are significant triggers. Some respondents mentioned that these decisions depend on urgent needs, financial conditions, or attractive offers at the time. Others noted that impulsive purchases are driven by "impulse buying" or being visually attracted to items that look appealing, trendy, or aligned with their preferences. This aligns with the respondent profile, where 49.2% stated that their purchases were influenced by FoMO (Fear of Missing Out). However, there are respondents who rarely make purchases unless the items are truly necessary or provide added value, such as trying new brands or stocking up on essentials. This aligns with statistical findings showing that the majority of respondents (50.8%) shop based on necessity rather than FoMO.

The majority of respondents, 89.8%, stated that directional signs in the mall help them locate specific destinations. However, 6.8% felt that the signs were unclear or difficult to spot. Additionally, 3.4% of respondents relied on mall staff for assistance when they found it challenging to read the signs. While the directional signs were deemed adequate by most respondents, there were suggestions to improve their clarity and visibility to make them easier for visitors to find and follow. This highlights the importance of having informative layouts and an effective navigation system within the mall to provide a more convenient shopping experience for visitors.

Most respondents emphasized the importance of completing purchases they had planned, as these items represented needs or desires that were prioritized. Some respondents

mentioned that having a shopping plan helped them stay focused and avoid impulsive buying. Nevertheless, some waited for discounts or promotions before deciding to purchase, while others opted to shop online if the prices were cheaper. Regarding the number of stores visited, respondents typically visited 3 to 10 stores, depending on their needs and the type of items they were looking for. The majority of respondents (59.3%) indicated that they needed to visit several stores to compare prices, find items within their budget, or ensure product quality. However, 20.3% preferred to make a purchase immediately upon finding the desired item, avoiding a return trip to the mall. This demonstrates that mall visitors tend to seek efficiency in both time and budget when shopping, while still taking various factors such as price and necessity into account.

**Table 3. Consumer Motivation**

Category	Frequency	Percent
Hedonic Motivation	43	72,9
Utilitarian Motivation	54	91,5
FoMO	30	50,8
Impulsive Buying	40	67,8
Efficiency	53	89,8
Achievement	35	59,3

Based on the results obtained, consumers visiting Queen City Mall demonstrate a strong tendency toward utilitarian motivation, with 91.5% emphasizing practical needs such as efficiency (89.8%) and goal achievement (59.3%). These findings indicate that many visitors prioritize convenience and effectiveness in their shopping experience, such as easily obtaining products and achieving specific shopping objectives, including finding the best deals. Hedonic motivation is also prominent, with 72.9% of respondents visiting the mall for leisure and enjoyment, seeking emotional satisfaction and personal fulfillment. Impulsive buying, noted by 67.8%, further highlights the role of spontaneous decisions influenced by the shopping environment, while FoMO (50.8%) reflects the impact of perceived scarcity or exclusivity on consumer behavior. Although hedonic motivations are significant, the dominance of utilitarian motivation underscores the importance of practicality and efficiency in consumer decisions at Queen City Mall. This suggests that while many consumers enjoy the shopping experience, their primary focus remains on fulfilling functional needs. The findings reveal a balance



between emotional satisfaction and goal-oriented behavior, emphasizing the need for the mall to cater to both practical and experiential aspects of the consumer journey.

## CONCLUSIONS AND RECOMMENDATION

The study reveals that consumers at Queen City Mall are primarily driven by utilitarian motivations, focusing on convenience and achieving specific shopping goals. However, hedonic motivations, such as enjoying leisure activities and impulsive buying, also significantly influence consumer behavior. Emotional factors like FoMO further enhance the appeal of exclusive or time-sensitive offers, adding psychological dimensions to their decision-making.

To address these findings, it is recommended that mall management enhance the shopping experience by improving convenience through optimized store layouts, clear navigation, and efficient payment systems. Loyalty programs and promotions focused on value can further cater to goal-oriented shoppers. Additionally, creating engaging and immersive experiences such as themed events, interactive entertainment, and curated activities can appeal to consumers seeking emotional satisfaction. Marketing strategies emphasizing exclusivity and limited-time offers can effectively encourage impulsive purchases and attract more visitors. By addressing both practical and emotional needs, Queen City Mall can strengthen its appeal, attract a broader audience, and enhance overall consumer satisfaction.

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