

Hedonic Shopping Motivation on Impulsive Buying Fashion Products with Shopping Lifestyle Mediation of Shopee Users in Generations Y and Z

Citra Savitri^{1*}, Frederic Marimon², Heny Hendrayati³, Wike Pertiwi⁴, Budi Rismayadi⁵, Mumun Maemunah⁶, Lutfia Fauziah⁷

^{1,4,5,6,7} Universitas Buana Perjuangan Karawang, Indonesia

² Universitat Internacional de Catalunya, Spanyol

³ Universitas Pendidikan Indonesia, Indonesia

*Corresponden Author: Citra Savitri

*Email: citra.savitri@ubpkarawang.ac.id

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ABSTRACT

The occurrence of competition between marketplaces has caused Shopee to experience declining consumers. Online businesses are required to be able to understand the needs and desires of consumers. One of the ways to form an impulse purchase is to provide a stimulus that can create hedonic shopping motivation for consumers because when consumers feel happy and excited when shopping, they accidentally make it easier to buy. In addition, consumers have hedonic shopping motivations, such as the pleasure of searching for products and the habit of following the latest trends that can encourage someone to make a sudden purchase. This study aims to identify, analyze and explain the effect of hedonic shopping motivation on impulsive purchases through a shopping lifestyle. As with the pre-research results, a population of 130 management students class of 2019 at Buana Perjuangan Karawang University was obtained using the Shopee marketplace. This population was used as a sample. This type of research is quantitative, with primary data analyzed descriptively and verifiably using the Partial Least Square (PLS) analysis tool with SmartPLS 3.0 software. Based on the results, it is found that hedonic shopping motivation has a significant positive effect on impulsive purchases. The shopping lifestyle variable has a significant positive impact on impulsive buying. The hedonic shopping motivation variable has a significant positive effect on impulsive buying through the mediation of a shopping lifestyle.

Keywords: Hedonic shopping motivation, shopping lifestyle, impulse buying.

Terjadinya persaingan antar *marketplace* membuat Shopee mengalami penurunan konsumen. Pelaku bisnis diharapkan mampu memenuhi kebutuhan konsumen. Perkembangan bisnis *online* menjadi salah satu pendukung pembelian impulsif yang dapat memberikan stimulus yang dapat menciptakan motivasi belanja hedonis konsumen. Motivasi belanja hedonis yang dimiliki konsumen melalui kesenangan dalam pencarian produk serta kebiasaan mengikuti tren terbaru dapat mendorong seseorang melakukan pembelian secara tiba-tiba menjadi salah satu peluang pebisnis untuk meningkatkan strategi pemasaran. Tujuan penelitian ini adalah untuk membuktikan bahwa motivasi belanja hedonis berpengaruh terhadap pembelian impulsif melalui gaya hidup berbelanja. Jumlah sampel pada penelitian ini sebanyak 130 mahasiswa yang menggunakan marketplace Shopee. Jenis penelitian merupakan penelitian kuantitatif dengan data primer yang dianalisis secara deskriptif dan verifikatif menggunakan alat analisis Partial Last Suare (PLS)

dengan software SmartPLS 3.0. Berdasarkan hasil maka didapatkan bahwa motivasi belanja hedonis memiliki pengaruh positif yang signifikan terhadap pembelian impulsif. variabel gaya hidup berbelanja memiliki pengaruh positif yang signifikan terhadap pembelian impulsif. Variabel motivasi belanja hedonis memiliki pengaruh positif yang signifikan terhadap pembelian impulsif melalui mediasi gaya hidup berbelanja.

Keywords : *Hedonic shopping motivation , shopping lifestyle, impulse buying.*

Introduction

The large population of internet users in the world is Indonesia. According to the, We Are Social report that 204.7 million internet users in the country as of January 2022. The increase in internet usage began to be seen significantly in 2020, coinciding with the COVID-19 pandemic, which also had a significant impact on various aspects of life.

The extensive use of the internet also influences the emergence of the digital economy (*digital economy*), an economic activity based on digital internet technology. The era of the digital economy utilizes information technology to reach cross-border global transactions in the form of economic relations. The digital economy also triggers digital business (*e-business*), where the activity of buying and selling a product or service through electronic media.

Shopee is one of the marketplaces founded by Chris Feng in 2015, which is in great demand by people in Indonesia and can compete with other *marketplaces* in Indonesia.

Table 1. Marketplace Visit Data 2020 and 2022

Marketplaces	Number of Visits in 2020	Number of Visits in 2022
Shopee	96.5 million	132.77 million
Tokopedia	85 million	157.2 million
Bukalapak	31.4 million	22.1 million
Lazada	22.7 million	24.7 million

Source: Author Processed, 2023

Based on the data above, it can be seen how Shopee development has increased every year. Impulse buying is consumer behavior when making sudden purchasing decisions, and consumers, when buying a product, are followed by the spontaneous conflict of thoughts and emotional impulses. Automatically and reflexively, without having to think about purchasing a product, consumers are usually only tempted by the promotions on the product (Pramesti & Dwiridotjahjono, 2022; (Savitri & Maemunah, 2021).

Unplanned Purchases or *Impulse Buying* is also strongly supported by *Hedonic Shopping Motivation*. *Hedonic shopping motivation* is the urge to shop because of the desire to feel pleasure when browsing shopping places, relieve stress or forget about problems you have, be able to communicate with other people, and learn about trends and various other personal and social experiences. The results of the pre-survey conducted on students where more than 56% stated that hedonic shopping motivation felt shopping was not an exciting experience, respondents often made impulsive purchases but felt unhappy after doing so, respondents tended to respond less to advertisements on the Shopee *marketplace*, respondents shopped a lot following trends and on average buy fashion products and other daily necessities.

According to (Sari, 2019a), shopping motivation in the digital era tends to lead to buying goods based on pleasure, giving rise to purchases that were not previously planned. Impulse buying is also related to shopping lifestyle *in shopping on e-commerce*. The shopping lifestyle describes how consumers spend time and money on shopping activities carried out and attitudes and opinions about the world in which they live (Sari, 2019a). *Hedonic shopping motivation* is a factor that creates *impulse buying*, whose fashion orientation is motivated by new versions of fashion modes and brand images that guide consumers to a hedonic shopping experience.

The better the *Shopping Lifestyle* is done, the more *Impulse Buying* will occur (Novriady Nurtanio et al., 2022), in contrast to the research results (Maulana, 2022), which state that customer shopping styles do not affect impulsive buying. This happens because the consumer's financial condition influences his lifestyle to fulfill shopping needs. With low income, he put aside his shopping needs.

Research results (Kirana Fadhillah et al., 2022) state that the hedonic shopping motivation variable has a positive and significant effect on shopping lifestyle, the shopping lifestyle variable has a positive and significant effect on impulse buying, the shopping lifestyle variable is a mediator variable between hedonic shopping motivation and impulsive buying. In contrast to research (Maulana, 2022), The results that can be expressed in this study is that the customer's shopping style does not partially mediate hedonic shopping motivation on impulse buying. Customer shopping styles do not encourage the emergence of the influence of hedonic shopping motivation on impulse buying through customer shopping styles.

Literature Review and Hypothesis Formulation

Consumer behavior

In essence, behavior is a person's actions that can be observed directly. Meanwhile, a consumer is someone who is involved in the activity of buying or using a product. Consumer behavior is a decision-making process, and each individual's activities are carried out to evaluate, obtain, use, or regulate goods and services Adi Nugroho, (2002) (Sinulingga & Sihotang, 2021).

Consumer behavior is an activity directly involved in the process of obtaining, using, and assessing whether the product has the benefits of something with needs and wants, which is also related to the process of deciding what takes precedence and is followed by this action (Setiadi, 2013) in (Nainggolan et al. al., 2020) states that consumer behavior is a scientific discipline that studies how individuals, groups and an organization make choices, make purchases, use and benefit from the value of a product, ideas or experiences related to satisfying their needs and wants. Meanwhile, according to Petter and Olson (Sinulingga & Sihotang, 2021), Consumer behavior is a dynamic process that includes the behavior of individual consumers, groups, and community members continuously experiencing change.

E-Commerce

E-commerce is the distribution, purchase, and marketing of goods and services through electronic means such as the Internet or television, websites, or other computer networks who's can involve electronic transfers, electronic data exchange, automated inventory management systems, and automated data collection systems and occur between businesses, individual households, the government, and other public-private organizations (Harmayani et al., 2020; Nurpadilah, 2021; Savitri et al., 2021).

According to (Romindo et al., 2019), electronic commerce or E-commerce results from information technology currently developing with mechanisms focusing on individual-based business transactions using the Internet as a medium for exchanging goods or services.

According to (Wijoyo et al., 2020), E-commerce covers more than commercial activities. However, it also includes collaboration with business partners, client service, job vacancies, etc. In addition to utilizing digital technology, e-commerce requires databases, e-mail, and other non-internet technologies.

E-commerce is the buying, selling, and marketing goods or services through online electronic means to meet consumer needs with the quality and speed of service implemented by companies in online sales systems.

Hedonic Shopping Motivation

Motivation, according to Schiffman, Kanuk, and Hansen (2012) in (Nainggolan et al., 2020), can be described as a driving force within individuals that forces them to act. The driving force is generated by a state of stress, which arises from unfulfilled *needs* in individuals, both consciously and unconsciously trying to reduce these pressures through certain behaviors that they hope will fulfill their needs to free them from the pressures they are experiencing. Feel. Shopping activities cannot be separated from encouragement, whether it is encouragement from outside or from within. Shopping activities based on desires come from consumers or motivation. According to (Utami, 2017, p. 48), hedonic shopping motivates consumers to shop because shopping is a pleasure, so it does not pay attention to the product's benefits.

According to (Utami, 2017, p. 49), motivations for shopping include relieving loneliness, eliminating boredom, seeing shopping as a sport, hunting, and shopping as an escape to fulfill fantasies and suppress depression. Someone with a hedonic nature produces essential responses such as multisensory, fantasy or imaginary, and emotional aspects of the consumer's interaction with the product. In other situations, actual buying can generate hedonic value and act as the climax of the buying process. So impulsive shopping is generated more from the need to buy than a need for a product.

According to Park, Kim, and Forney (Afif & Purwanto, 2020), hedonic shopping motivation has an essential role in impulsive purchases because hedonic shopping will make a consumer who is then encouraged to like a particular product as well as an urge for pleasure.

Impulsive Buying

According to Kosyu, 2014 (Fadila, 2022), impulse buying is one of the unplanned purchases that consumers do not realize. Impulsive behavior is driven by consumers' strong desire to meet their needs at a moment's notice. Impulse buying is consumer behavior when making a sudden purchase decision. When buying a product, consumers are followed by conflicting thoughts and emotional impulses spontaneously, automatically, and reflexively without having to think about buying a product; usually, consumers are only tempted by promotions contained in the product.

Method

The research design used in this research is descriptive and verification research with quantitative data analysis, and the data collection uses a closed questionnaire. The population used in this study were students in Karawang. However, the population is made up of students who use Shopee and purchase fashion products based on the results of the pre-survey on 18 August 2022.

The sampling technique used in this study is using non-probability sampling with purposive sampling (Sugiyono, 2016). Therefore, the selected sample is saturated and is determined based on the author's criteria

to get representative results. The reason for selecting the sample using *purposive sampling* is that not all samples have the criteria the authors have determined.

The criteria for considering respondents in this study were students who had used the Shopee *marketplace*. As with the results of the pre-research survey, a population of 130 students was found using the Shopee *marketplace* who met certain criteria, were the sample. The specific criteria include:

1. Respondents are students in Karawang.
2. Male or female aged 18-30 years
3. Respondents who use the Shopee *marketplace*.
4. Buy a fashion product.

The following is the design of this study:

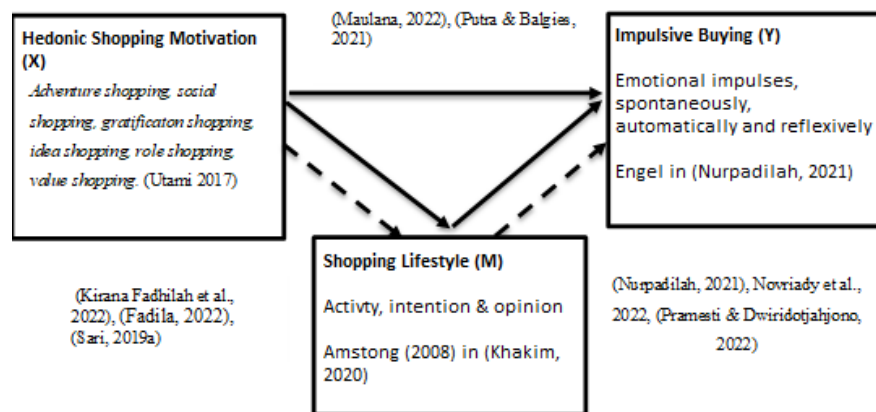


Figure 1. Research design

Based on previous research, hypotheses regarding the relationship between variables can be developed as follows:

- 1 Hedonic shopping motivation influence through impulsive buying.
- 2 Hedonic shopping motivation influence through shopping lifestyle.
- 3 Shopping lifestyle influence through impulse buying.
- 4 Hedonic shopping motivation and impulsive buying was influence through shopping lifestyle

Result

Validity test

Construct validity testing in the SEM-PLS analysis consists of convergent and discriminant validity.

Convergent validity (*Convergent validity*)

Loading Factor Value

The *outer model* test from the results of data processing in the SmartPLS application shows the *outer loading value* after re-estimation because there are still indicators with a *loading factor value* below 0.7. The following re-estimation results can be seen in the image:

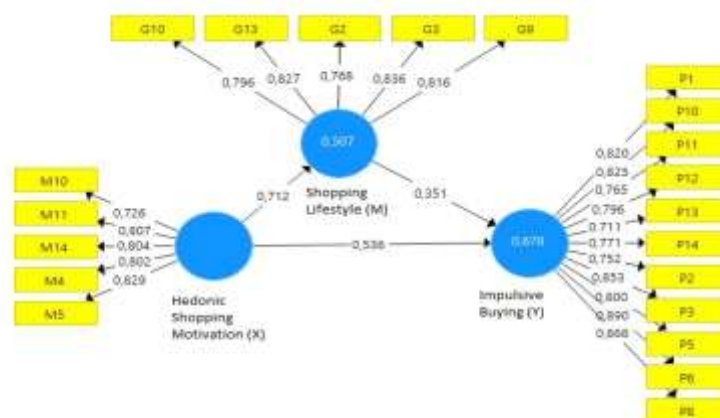


Figure 2. Outer Model Test Results After Re-estimation
Source: Processed by Researchers, 2023

The *loading factor indicator* value of all constructs of Hedonic Shopping Motivation, Shopping Lifestyle, and Impulsive Buying after re-estimation can be seen in the table:

Table 2. Loading factor value Entire Construct		
Variable	Indicator	Loading Factor
Hedonic Shopping Motivation (X)	M4	0.802
	M5	0.829
	M10	0.726
	M11	0.807
	M14	0.804
Shopping Lifestyle (M)	G2	0.768
	G3	0.836
	G9	0.816
	G10	0.796
	G13	0.827
Impulsive buying (Y)	P1	0.820
	P2	0.752
	P3	0.853
	P5	0.800
	P6	0.890
	Q8	0.868
	P10	0.825
	P11	0.765
	Q12	0.796
	P13	0.711
	P14	0.771

Source: Processed by researchers, 2023

Based on the table, it can be seen that all indicators have a *loading factor value* of more than 0.7, so they meet the standard of *convergent validity*. All the construct indicators above are valid.

Construct Reliability Test

Cronbach's Alpha

The reliability of the construct in measuring latent variables can be seen from the *Cronbach's alpha value* at the PLS output > 0.7" (Anwar, 2019:42)

Table 3. Cronbach's Applied Value	
Variable	Cronbach's Alpha
Hedonic Shopping Motivation (X)	0.853
Shopping Lifestyle (M)	0.868
Impulsive Purchase (Y)	0.946

Source: Processed by researchers, 2023

Based on the test results in Table 4.59, *Cronbach's alpha value* of the hedonic shopping motivation variable is 0.853, the shopping lifestyle variable of 0.868, and the impulsive buying variable of 0.946. All *Cronbach's alpha* values of all variables are more significant than 0.70, so it can be concluded that all variables fulfill the reliability test with **very reliable information**.

Composite Reliability

Composite reliability testing is used to show the internal consistency of an indicator in latent variables with a *composite reliability value* of > 0.7 (Anwar, 2019:42)

Table 4. Composite Reliability Value	
Variable	Composite Reliability
Hedonic Shopping Motivation (X)	0.895
Shopping Lifestyle (M)	0.904
Impulsive Purchase (Y)	0.953

Source: Processed by researchers, 2023

Based on the test results on the *composite reliability value table*, the hedonic shopping motivation variable is obtained at 0.895, shopping lifestyle variables at 0.904, and impulsive buying variables at 0.953. All variables have a *composite reliability value* greater than 0.70, so it can be concluded that all variables are declared reliable.

Verification Analysis

Structural Model Test (Inner Model)

The second stage in evaluating the model is the structural (inner) model. Several item components become criteria for assessing the structural model (*inner model*):

Table 5. R Square value

	<i>R Square</i>	<i>R Square Adjusted</i>
Shopping Lifestyle	0.507	0.501
Impulsive Buying	0.678	0.669

Source: Processed by Researchers (2023)

Based on the table above, the *r-square* value obtained from the Shopping Lifestyle variable equals 0.507. The hedonic shopping motivation variable can explain this variable by 50%, while other variables explain the rest. The *r-square* value of the Impulsive Buying variable is 0.678, meaning that this variable can be explained by the shopping lifestyle variable and the hedonic shopping motivation variable by 43%. In contrast, the rest is explained by other variables.

Direct effect (direct effect)

Table 6. Direct Effects value

<i>Direct Effects</i>	<i>Original Sample (O)</i>	<i>Sample Means (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics (O/STDEV)</i>
Hedonic shopping motivation towards shopping lifestyle	0.712	0.722	0.060	11,826
Shopping lifestyle against Impulse Buying	0.351	0.356	0.093	3,760
Hedonic shopping motivation on Impulse Purchases	0.536	0.536	0.097	5511

Source: Processed by researchers, 2023

Based on the data above, it can be concluded that:

1. Hedonic shopping motivation has a significant positive effect on a shopping lifestyle.
2. A shopping lifestyle has a significant positive effect on impulsive purchases.
3. Hedonic shopping motivation has a significant positive effect on impulsive purchases.

Indirect effect (indirect effect)

Table 7. Indirect Effects

	<i>Original Sample (O)</i>	<i>Sample Means (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>
Hedonic shopping motivation -> Shopping lifestyle -> Impulse buying	0.250	0.257	0.073	3,421	0.001

Source: Processed by Researchers (2023)

The table above shows that hedonic shopping motivation indirectly affects the variable of impulsive buying through the mediation of the shopping lifestyle variable.

t – Statistics

Table 8. Statistical T Value

<i>Direct Effects</i>	<i>Original Sample (O)</i>	<i>Sample Means (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>
Shopping lifestyle against Impulse Buying	0.712	0.715	0.068	10,486	0.000
Hedonic shopping motivation on Impulse Purchases	0.536	0.523	0.107	4,988	0.000

Source: Processed by the Author, 2023

Based on the table above shows that **there is an influence between** hedonic shopping motivation on shopping lifestyle and there is an influence of shopping lifestyle variables against Impulse buying is evident.

Mediation Test

The results of the mediation test found that there was an effect of the **hedonic shopping** motivation variable on impulsive purchases.

Discussion

Hedonic Shopping Motivation for Shopee Users

Hedonic Shopping Motivation has a total score of 511, and most items are owned by item 13, with a score of 569. Based on this, it explains that respondents are motivated to shop at Shopee because of the discount promos in the marketplace.

Lifestyle Shopping on Shopee Users

The Shopping Lifestyle has a total score of 536, and most items are owned by item 7, with a score of 543. Based on these points, respondents chose Shopee because the products offered are in accordance with their wishes, from quality to price for *Lifestyle needs*.

Impulsive Purchases on Shopee Users

Impulsive Purchases have a total score of 495, and most items are owned by item 7 with a score of 565. Based on this, it is clear that respondents are motivated to buy at Shopee because of the fun factor of shopping *online* at this *marketplace*.

The influence of the Hedonic Shopping Motivation variable on the Impulsive Buying variable

Hedonic Shopping Motivation significantly influences Shopping Lifestyle because hedonic shopping is included in the shopping lifestyle. This is supported by research (Wahyuni & Setyawati, 2020; Fahri et al., 2022; Azis et al., 2022; Fardila et al., 2023) which states that the *hedonic shopping motivation variables* significantly affect with indicator of *adventure/explore shopping, idea shopping, value shopping, social shopping, and relaxation shopping* simultaneously on *impulse buying*.

The influence of the Shopping Lifestyle variable on the Impulsive Buying variable

A shopping Lifestyle has a significant favorable influence on Impulsive Buying. This is because consumers in the *marketplace era* like today follow *fashion trends more often*, and the level of efficiency in shopping affects unplanned purchases. This is supported by research (Wahyuni & Setyawati, 2020) in his research explaining that Hedonic Shopping Motivation has a positive and significant effect on *impulse buying* in *e-commerce* Shopee. These results indicate that the higher the *Hedonic Shopping Motivation*, the more *impulse buying* will increase on the *Shopee marketplace*.

The effect of the Hedonic Shopping Motivation variable on the impulsive buying variable through the mediation of the Shopping Lifestyle variable

The effect of the hedonic shopping motivation variable on impulsive buying is proven. It can be considered a unidirectional or *Complementary mediation* because direct or indirect influence has a significant positive effect. When someone feels happy when bidding on an item, looking for discounts and promotions of the desired item is related to *impulse buying* because they desire to buy many goods but at low prices. The motivation for these purchases is sheer pleasure, giving rise to unplanned purchases. (Sari, 2019b). These results are supported by research (Anggia, 2022), which states that a *shopping lifestyle* can mediate the effect of *hedonic shopping motivation* on *impulse buying*.

CONCLUSIONS, LIMITATIONS AND SUGGESTIONS

Based on the results and discussion in this study, it can be concluded as follows:

1. Hedonic shopping motivation Shopee can still keep up with competitors because, in *the marketplace, they have various discount/sale promos that can* attract the enthusiasm of potential buyers. This can be seen from the analysis that they chose the Shopee discount promo as a motivation to shop there.
2. The lifestyle of shopping at Shopee is still the choice of buyers because buyers feel that the products offered by Shopee are to their wishes for *Lifestyle needs*. Impulse purchases at Shopee occur because various exciting features are a factor in the pleasure of buying products at Shopee; one example is the live Shopee feature, which allows you to see clothes directly on your mobile phone, making impulsive purchases that suddenly buy things without planning.
3. Hedonic Shopping Motivation has a significant favorable influence on Impulse Buying. This shows that shopping for pleasure without considering needs and unplanned will lead to impulse purchases.
4. Shopping Lifestyle Variable has a significant favorable influence on Impulsive Buying. This shows that consumers in the marketplace era like today are more likely to follow *fashion trends*, and the level of shopping efficiency affects unplanned purchases.

5. Hedonic Shopping Motivation Variable significantly influences Impulsive Buying through the mediation of the Shopping Lifestyle. This shows that shopping for pleasure without considering needs will affect shopping lifestyles and unplanned or spontaneous purchases, which is an impulsive purchases.

The research will be carried out with a larger sample to increase accuracy and precise research results. It is also expected to use additional variables on the independent variables so that further research is more accurate and extensive.

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