

# The Effect of Hedonic Shopping Motivation and Shopping Lifestyle on Impulsive Buying

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**Abstract.** This study was conducted with the aim of knowing the effect between hedonic shopping motivation and shopping lifestyle on impulsive buying of Tokopedia consumers. The method used in this research is quantitative, which is a study that aims to explain an empirical phenomenon accompanied by statistical data, characteristics and relationships between variables using techniques data collection using questionnaires. Data collection in this study was carried out by distributing questionnaires using a Likert scale. The sample in this study was the International Women University Bandung students who are Tokopedia consumers. The data analysis technique in this study is multiple linear regression with SPSS tools to determine the effect simultaneously and partially. The results of this study are hedonic shopping motivation and shopping lifestyle have a positive and significant effect on impulsive buying simultaneously. Partially, hedonic shopping motivation variables have a positive and significant effect on impulsive buying, while shopping lifestyle partially has no positive and significant effect on impulsive buying. The impact of this study is to provide an overview of how impulsive buying can occur due to hedonic shopping motivation and shopping lifestyle.

Keyword : hedonic shopping motivation, shopping lifestyle, impulsive buying.

## 1. Introduction

In this era of globalization, information and communication technology is growing rapidly. This is inseparable from the role of the internet as a communication medium. People can connect with each other globally so that the exchange of information from the beginning of the process of sending to receiving information can be done globally, so that the internet becomes a necessity for society. Internet usage in Indonesia increases significantly every year. According to data from the *Asosiasi Penyelenggara Jasa Internet Indonesia*, the number of internet users in Indonesia in the 1998-2022 period is:

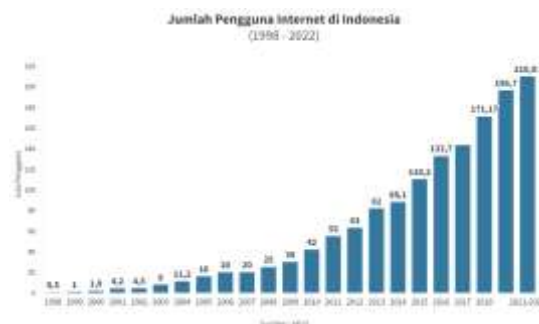


Figure 1. The Number of Internet Users in Indonesia

The number of internet users in Indonesia continues to increase every year. Based on the survey results of the *Asosiasi Penyelenggara Jasa Internet Indonesia* (APJII), there are 210.03 million internet users in the country in the 2021-2022 period. This number increased by 6.78% compared to the previous period which amounted to 196.7 million people. This also made the internet penetration rate in Indonesia to 77.02% [1].

The rapid development of the internet network in this new era has indirectly led to new phenomena and lifestyles for people who often utilize the internet network. Businesses that utilize the internet network in this new era are the emergence of e-commerce. One example of e-commerce is the presence of a marketplace or online store that brings a new phenomenon or a new lifestyle among the community, namely shopping online.

Tokopedia is one of the most popular e-commerce sites in Indonesia. Tokopedia still leads the Indonesian e-commerce market. According to data compiled by iPrice, Tokopedia had an average of 158.3 million website visitors per month in the second quarter of 2022, the highest compared to its competitors. Tokopedia's achievement also increased compared to the first quarter of 2022, which averaged 157.2 million website visitors per month [2]. This achievement is inseparable from the convenience and comfort offered by Tokopedia, including features on Tokopedia, such as buying and selling, paying bills, instalment systems, cash on delivery (COD) to free shipping.

Shopping activities in online stores supported by the ease and convenience obtained can foster impulsive behaviour. Impulsive buying, a common consumer behaviour in today's society, is defined as an unplanned purchase resulting from a strong stimulus without careful thought and a rational decision-making process [3]. Impulsive buying is a purchase that occurs when a person sometimes feels an irresistible urge to buy a product without carefully considering why and for what reason to buy the product [4]. Many factors influence impulsive buying by consumers who make purchases online. One of the factors is the website environment that contains promotional information, product images, and advertisements. In addition, online shoppers are also influenced by situational factors such as the availability of time and money, and the influence of others. In addition, impulsive online shopping is influenced by internal factors consisting of demographic factors, personality, emotions and purchase motivation [4]. Currently, impulsive buying or so-called unplanned buying in e-commerce is an attractive consumer behaviour for e-commerce.

This eventually led to a new phenomenon among the public that shopping no longer aims to fulfil needs, but also makes purchases to please and satisfy themselves, and is used to shopping to improve mood. Hedonic motivation is a consumer purchase motivation because shopping is a pleasure in itself, so the benefits of the product purchased are not taken into account [5]. The reason a person behaves hedonically is because there are many needs that previously could not be met, and when these needs are met, new needs arise again, and sometimes these needs are more important than the previous needs, and with this fulfilment comes satisfaction and pleasure [6]. Hedonic motivation implies that shopping is motivated by the desire for pleasure, enjoyment, and enjoyment provided by the possession and use of the product, and therefore the main purpose of this motivation is to satisfy the passions motivated by the hedonic nature [7]. Hedonistically oriented consumers prefer to interact with products so this implies that businesses providing products online should design their websites with a more hedonic approach [8].

The number of products offered by this online store will eventually lead to a desire to always keep up with the times. This creates a lifestyle that affects consumer wants and needs. Lifestyle is defined as a consumption pattern that reflects a person's choice of how to spend his time [9]. Someone who has followed the shopping lifestyle trend is willing to spend money and time to follow the latest trends. Shopping lifestyle shows a lifestyle that reflects differences in social status [10]. From a person's lifestyle in using money it can identify the characteristics of an individual. Lifestyle describes a person's entire ego in interaction with his environment and is a person's way of life in dealing with his environment, which can also be perceived in another way, namely a lifestyle that expresses itself through his activities and interests [11]. Shopping lifestyle shows the way a person chooses to allocate income,

both in terms of allocating funds for various products and services and certain alternatives in similar category differentiation [12].

The results of several previous studies, the variables of hedonic shopping motivation and lifestyle have different results of influence on impulsive buying. It can be seen from the results of previous research conducted by Febrianto & Alimuddin (2022) [13], Yuli & Robertus (2022) [5], and Afif & Purwanto (2020) [16], which shows that the variables of hedonic motivation & shopping lifestyle have a positive and significant effect on the impulsive buying. However, in the research of Ryan and Agus (2017), partially the hedonic motivation variable has no significant effect on impulsive buying [10]. While, in the research of Hikmawati, Abdul & Reza (2019), shopping lifestyle variable has no significant effect on impulsive buying [17].

Based on empirical studies conducted; literature review and previous research results, which are used as background in this study, the researcher will examine whether hedonic shopping motivation and shopping lifestyle affect impulsive buying on International Women University Bandung students who are Tokopedia consumers. In accordance with the description above, this study was conducted with the aim of; 1. analyse the effect of hedonic shopping motivation on impulsive buying, 2. analyse the effect of shopping lifestyle on impulsive buying, 3. analyse the effect of hedonic shopping motivation and shopping lifestyle on impulsive buying of International Women University students who are Tokopedia consumers.

## 2. Method

The approach used in this research is quantitative method. Quantitative methods can be interpreted as research methods that emphasize testing, theories through measuring variables, research with numbers, and analysing data using statistical methods [11].

The data collection technique uses primary data, where the data is obtained directly by distributing questionnaires. The respondents in this study were students of International Women University Bandung who were Tokopedia consumers with a total sample size of 100 respondents. In this study, the 17 questions tested were said to be valid because the validity coefficient value  $> 0.195$ , so it can be concluded that these questions have sufficiently explained the 3 variables tested. And reliability value  $> 0.6$  it means the consistency of the measuring instrument being tested in order to have accurate results.

This research method is multiple linear regression analysis which is used as a tool to predict changes in the value of the independent variable on the dependent variable. A regression model must be fulfill three criteria in order to produce a representative calculation, namely normality test, Multicollinearity test, and Heteroscedasticity test, there must be no difference in variance. The final step of this research is to test the effect between variables by conducting a t-test, used to determine the partial effect and F-test, which is used to determine the simultaneous effect of the variables in this study.

## 3. Results and Discussion

Table 1. Normality Test Result  
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.60501182
	Most Extreme Differences	
	Absolute	.055
	Positive	.055
	Negative	-.054
Test Statistic		.055
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

a. Test distribution is Normal.

b. Calculated from data.

Table 1 shows the *Asymp. Sig.* for unstandardized residual *Komogorov - Smirnov* in this study is 0.200. This value is greater than alpha (0.05). So it can be said that the data in this study are normally distributed.

Table 2. Multicollinearity Test Result  
Coefficients<sup>a</sup>

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Hedonic Shopping Motivation	.532	1.880
Shopping Lifestyle	.532	1.880

a. Dependent Variable: Impulsive Buying

Table 2 shows that the *tolerance* value for hedonic shopping motivation and shopping lifestyle > 0.1 with a VIF value < 10, it can be concluded that there is no multicollinearity between the independent variables in the regression model.

Table 3. Heteroscedasticity Test Result  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.241	.091		2.658	.009
Hedonic Shopping Motivation	.004	.005	.125	.901	.370
Shopping Lifestyle	-.008	.007	-.151	-1.094	.277

a. Dependent Variable: ABS\_RES

Based on the results of the heteroscedasticity : value *Sig.* for hedonic shopping motivation (0,370) and shopping lifestyle (0,277) > 0,05, it can be concluded that there is no heteroscedasticity problem.

Table 4. t-test Result



**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.040	1.323		-.030	.976
1 Hedonic Shopping Motivation	.334	.068	.532	4.900	.000
Shopping Lifestyle	.124	.107	.127	1.165	.247

a. Dependent Variable: Impulsive Buying

The results of multiple linear regression analysis are :

1. The constant value is negative, namely -0.040, which means that if the hedonic shopping motivation and shopping lifestyle are equal to zero (0), impulsive buying decreases;
2. The regression coefficient value of the hedonic shopping motivation variable (X1) is 0.334 with a calculated t value (4.900) > t table (1.98397) and a probability of 0.000 < 0.05. This means that hedonic shopping motivation has a significant effect on impulsive buying;
3. The regression coefficient value of the shopping lifestyle variable (X2) is 0.124 with a calculated t value (1.165) < t table (1.98397) with a probability of 0.247 > 0.05. This means that shopping lifestyle has no significant effect on impulsive buying.

**Table 5. F-test Result**

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	431.967	2	215.984	31.184	.000 <sup>b</sup>
Residual	671.823	97	6.926		
Total	1103.790	99			

a. Dependent Variable: Impulsive Buying

b. Predictors: (Constant), Shopping Lifestyle, Hedonic Shopping Motivation

Based on the test results in the table above, it can be seen that the calculated F value (31.184) > F table (3.09) with a Sig value (0.000) <  $\alpha$  (0.05). This means that hedonic shopping motivation and shopping lifestyle can simultaneously have a significant effect on impulsive buying.

**Table 6. Determination Coefficient**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.626 <sup>a</sup>	.391	.379	2.63173

a. Predictors: (Constant), Shopping Lifestyle, Hedonic Shopping Motivation

Tabel 6 shows the coefficient of determination is 0,391 or 39,1%, this shows that the contribution of the hedonic shopping motivation and shopping lifestyle toward impulsive buying, while the rest, which is valued at 0,609 or 60,9%, is influenced by other factors.

#### 4. Conclusion

Based on the results of the study, it can be concluded that hedonic shopping motivation and shopping lifestyle in International Women University Bandung students who are Tokopedia consumers have a positive and significant effect on impulsive buying simultaneously. The hedonic shopping motivation variable partially has a significant effect on impulsive buying. Meanwhile, shopping lifestyle partially has no positive and significant effect on impulsive buying.

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