The Influence of Hedonic Shopping, Motivation Promotion on Impulse Buying Which Impact on Shopping Lifestyle

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Abstract. This research aims to analyze the influence of Hedonic Shopping Motivation and Promotion on Impulse Buying and Shopping Lifestyle. The research results show that Hedonic Shopping Motivation does not have a significant influence on Impulse Buying and Shopping Lifestyle with significance values of 0.835 and 0.793 (> 0.05) respectively. On the other hand, Promotion has a significant influence on Impulse Buying and Shopping Lifestyle with significance values of 0.004 and 0.000 (< 0.05) respectively. Additionally, Impulse Buying also has a significant influence on Shopping Lifestyle with a significance value of 0.000 (< 0.05). Path analysis reveals that the indirect influence of Hedonic Shopping Motivation is through Impulse Buying on Shopping Lifestyle is not significant, while the indirect influence of Promotion through Impulse Buying towards Shopping Lifestyle is significant. These findings emphasize the importance of promotional strategies in influencing consumer impulse shopping behavior and shopping lifestyles, and demonstrate the need for new approaches in understanding hedonic shopping motivations.

Keywords: Hedonic_Shopping, Motivation_Promotion, Impulse_Buying Shopping_Lifestyle, Marketing

1. INTRODUCTION

The growth of the internet has given rise to a new phenomenon in Indonesia, with the birth of E-Commerce which has triggered various changes in culture and societal behavior. The quality of human resources, internet infrastructure and electricity network accessibility have an impact on the rapid development of E-Commerce in Indonesia. The E-Commerce industry in Indonesia is developing quite well, this fairly good development of E- Commerce cannot be separated from the number of internet users in Indonesia which is increasing every year. The results of research by the Data Insights Center entitled "MSME Study Report: The Role of Marketplaces for MSMEs" show that 57% of business actors reported that the largest sales value came from Shopee, then Tokopedia 28%, Lazada 6%, Bukalapak 3%, Blibli 2%, and Other E- Commerce 3%. According to the findings of a study by the Indonesian Internet Service Providers Association (Dimas, 2022), there were 210.03 million internet users in Indonesia during 2021–2022. Comparing the current era with the previous era, which includes 196.7 million people, the population has increased by 6.78%. In addition, this increases the internet penetration rate in Indonesia to 77.02%. Age range 13 to 18 years was 99.16%, age 19 to 34 years 98.64%, age 35 to 54 years 87.30%, age 5 to 12 and 55 years and over 62.43% and 51.73%. With a penetration rate of 96.83%, the majority of people with salaries between IDR

5,000,000 and IDR 15,000,000, income above IDR 15,000,000 is 88.53%, income between IDR 1,000,000 and IDR 5,000,000 total 88.07%, less than Rp. 1,000,000 the minimum is only 67.46%.

Customers who have a sense of style are easier to draw on by E- Commerce players because they tend to buy trendy items, and highly fashionable people conclude that they live a modern lifestyle and consistently adopt the latest trends. Shopping can make people hedonistic because they want to buy things without prioritizing buying something they need. Hedonistic shopping is when someone spends too much to enjoy something. In addition, a person's lifestyle must be fulfilled every day.

However, the impact is that consumers are faced with changes in behavior that is increasingly consumptive, aka wasteful. It's not uncommon for people to just look at the product for fun but are then tempted to buy it because of the discounts, cashback and free shipping. Online stores also sometimes hold flash sales or fast sales promotions, namely selling products at special prices and in just a few hours or even minutes. Consumers form a lifestyle with false necessities, which is a lifestyle that tends to buy goods but doesn't really need the goods, and doesn't even know how they will use the goods. Based on the research results of Saufi Paramitha, (2022) which states that hedonic shopping motivation has a significant effect on impulsive buying. Apart from hedonic influences shopping which can lead consumers to make impulse purchases, there is also the influence of company promotions. Consumers will never buy a given product if they are not familiar with it or the company's offerings and the benefits they offer. Based on Wahyuni's research results, (2020) stated that promotion has a significant influence on impulse buying.

2. LITERATURE REVIEW

Impulse Buying

According to Bayley & Nancarrow, Impulse Buying is sudden, interesting and complex hedonic purchasing behavior where the impulse decision process is without wise consideration and without prioritizing alternative information and choices (Natalie A. & Japarianto, 2019:41). According to Beatty & Ferrell, Impulse buying (impulse buying) is a purchase decision that is made spontaneously and is not planned and occurs suddenly without involving a deep thought process or careful consideration. This purchase is often driven by emotional factors, impulsivity, or temptation when seeing a particular product or situation (Liharman

Saragih, et al., 2023:56). According to Schiffman & Kanuk, impulse buying is a strong emotional decision that can be the basis of a dominant unplanned buying motive (Hansel and Elangovan, 2021:27). According to Engel et al., purchases based on impulse have one or more of the following characteristics (Natalie A. & Japarianto, 2019:40): Spontaneous purchases, is a situation where customers often buy something without planning it first. Purchasing without thinking about the consequences is a situation where customers often make purchases without first thinking about the consequences of the purchases made. Rush purchasing is a situation where customers often feel that they are too hasty in buying something. Purchasing is influenced by emotional states, is a customer assessment where customers carry out shopping activities influenced by the emotional state they feel.

Hedonic Shopping Motivation

According to Utami C. W in (Tuzzahra & Tirtayasa, 2020:31) there are indicators that influence Hedonic Shopping Motivation, namely: Shopping is an interesting experience. Shopping is an alternative to overcome boredom. Consumers prefer to shop other than for themselves. Consumers prefer to look for shopping places that offer discounts and low prices. Trust in shopping will be created when they spend time with family or friends. Consumers shop to keep up with new fashion trends.

Promotion

According to Kotler and Armstrong in (Tanjung, 2020:8) promotion indicators consist of 5 (five) promotional tools, namely: ***Advertising is all forms of*** non-personal presentation and promotion paid by sponsors to present ideas, goods or services. Advertising is considered as image management that aims to create and maintain creativity and meaning in the minds of consumers. The forms of promotion used include broadcast, print, internet, outdoor and other forms. ***Personal selling is a*** personal presentation by a salesperson with the aim of generating sales and building relationships with consumers. Forms of promotion used include presentations, trade shows, and incentives programs. ***Sales Promotion (sales promotion)*** is a short-term incentive to encourage the purchase or sale of a product or service. The forms of promotion used include discounts, coupons, displays, demonstrations, contests, sweepstakes and events. ***Public relations (public relations)*** is building good relationships with the company's various publics in order to obtain favorable publicity, build a good company image, and handle or straighten out unfavorable rumors, stories and events. The forms of promotion used include press releases, sponsorships, specials events, and web pages. ***Direct marketing***

(direct sales) is a direct relationship with target consumers with the aim of obtaining an immediate response and building lasting relationships with consumers. Forms of promotion used include catalogs, telephone marketing, kiosks, internet, mobile marketing, and others.

ShoppingLifestyle

The Shopping Lifestyle Indicators according to Japariyanto, E and Sugiharto, S in (Purnamasari et al., 2021:5) as follows: Every advertisement about a product consumers always respond to. Always buy the newest products. Shop with the most well-known brands that few people have. Believe that products with certain brands have good quality. Often buy products with various brands. Believing there are other products that are the same or similar to the product he purchased.

3. METHODS

This research method uses quantitative research with a descriptive approach. Quantitative research methods can be interpreted as research methods that are based on the philosophy of positivism, used to research certain populations or samples, collecting data using research instruments, quantitative/statistical data analysis, with the aim of testing predetermined hypotheses (Sugiyono, 2022:8). The population in this research are people who have shopped online via E- Commerce According to Hair et al, (2022). Determining a representative sample size depends on the number of indicators multiplied by 5 to 10 (Kurniawati & Riansyah, 2023). In this research, the indicators used were 21 indicators multiplied by 5, so the number of samples taken was 105 respondents.

4. RESULTS

Data analysis

The criteria for respondents were based on the gender of E-Commerce customers. Most of the respondents were 77 women (67.0%) and 38 men (33.0%). The criteria for respondents were based on the income of E-Commerce customers, most of whom were taken as respondents earning <Rp. 1,000,000, 45.2%. The criteria for respondents were based on the occupation of E-Commerce customers. Most of the respondents were working as students, 69 people amounting to 60.0%.

Simple Regression

Table. 1 Simple Regression

Coefficients ᵃ					
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	4.247	1.561		2.721	.008
	X1	.023	.124	.029	.186	.853
	X2	.460	.156	.461	2.939	.004
a. Dependent Variable : Y						

Based on the table given, the linear regression equation is:

Y=4.247+0.023X1+0.460X2

Explanation of Coefficients

Constant (4.247) This is the value of Y when all independent variables X1 and X2 are equal to zero. This value is statistically significant with a T value of 2.721 and a significance value of 0.008, indicating that the constant is significantly different from zero. *Coefficient X1X_1X1 (0.023)* This shows that for every one unit increase in However, this coefficient is not statistically significant with a T value of 0.186 and a significance value of 0.853. This means that there is not enough evidence to state that X1X_1X1 has a significant influence on Y.

3. *Coefficient X2X_2X2 (0.460)* This shows that for every one unit increase in This coefficient is statistically significant with a T value of 2.939 and a significance value of 0.004, indicating that X2X_2X2 has a significant influence on Y.

Multiple Regression

Table. 2 Multiple Regression

Coefficients ᵃ					
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	,542	1,335		,406	,686
	X1	,027	.103	,027	,263	,793
	X2	,842	.135	,658	6,257	,000
	Y	,313	,078	,244	4,004	,000
a. Dependent Variable : Z						

Based on the table given, the multiple regression equation obtained is:

$$Z=0.542+0.027X1+0.842X2+0.313Y$$

Explanation of Coefficients

Constant (0.542) This is the Z value when all independent variables X1, X2, and Y are equal to zero. This value is not statistically significant with a t value of 0.406 and a significance value of 0.686, indicating that the constant is not significantly different from zero. ***Coefficient X1 (0.027)*** This shows that for every one unit increase in However, this coefficient is not statistically significant with a t value of 0.263 and a significance value of 0.793. This means that there is not enough evidence to state that X1 has a significant influence on Z. ***Coefficient X2 (0.842)*** This shows that for every one unit increase in This coefficient is statistically significant with a t value of 6.257 and a significance value of 0.000, ***indicating*** that others remain constant. This coefficient is statistically significant with a t value of 4.004 and a significance value of 0.000, indicating that Y has a significant influence on Z.

Thus, from this multiple regression analysis, it can be concluded that variables X2 and Y have a significant influence on the dependent variable Z. Variable X1 and the constant are not significant. The multiple regression equation obtained is:

$$Z=0.542+0.027X1+0.842X2+0.313YZ$$

However, since X1 and the constant are not significant, their influence on Z can be considered insignificant in the context of this model. So, variables X2 and Y are more important factors in determining the Z value.
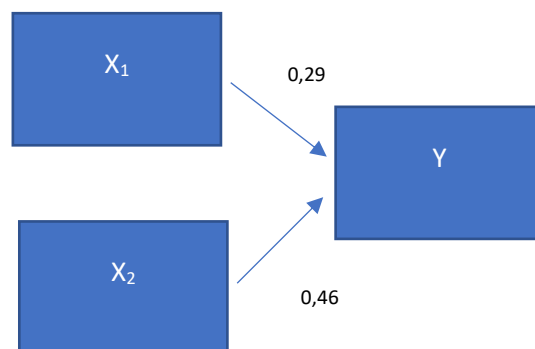
Path analysis

Model 1

Figure 1. Path Analysis of Model 1

Path model 1 (path model) which describes the relationship between independent variables X1 and This means that the relationship between X1 and Y: The standardized coefficient (beta) is 0.29. This means that each one standard deviation increase in X1 is expected to increase YYY by 0.29 standard deviations, assuming X2X2X2 remains constant. Relationship of X2 to Y: The standardized coefficient (beta) is 0.46. This means that every one standard deviation increase in X2 is expected to increase Y by 0.46 standard deviations, assuming X1 remains constant. Thus, in this case, X2 has a larger standardized coefficient (0.46) than X1 (0.29), indicating that X2 has a stronger influence on Y compared to X1.
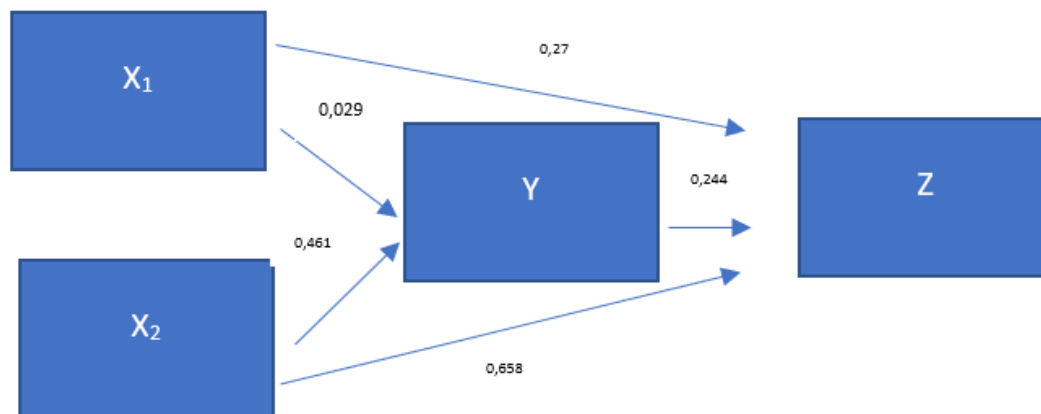
Model 2

Figure 2. Path Analysis Model 2

Based on Figure 2 above, it can be described as follows:

Analysis of the influence of X1 on Y, from the analysis above, the significance value of 0.004 < 0.05 so it can be concluded that there is a direct significant influence of variable X2 on Y. Analysis of the influence of Y. Analysis of the influence of X2 on Z, from the analysis it is obtained that the significance value of 05, so that the variable Y directly has a significant influence on Y. Analysis of the influence of X1 through Y on Z, it is known that the direct influence that X1 has on Z is 0.027, while the indirect influence of with the beta value of Y on Z, namely: 0.029 x 0.244 = 0.007, then the total influence that X1 has on Z is the direct influence plus the indirect influence, namely 0.027 + 0.007 = 0.034. Based on the calculation results above, it is known that the direct influence value is 0.027 and the indirect influence value is 0.007, which means that the indirect influence value is smaller than the direct influence value. These results indicate that indirectly X1 through Y does not have a significant influence. Analysis of the influence of X2 through Y on Z, it is known that the direct influence that X1

has on Z is 0.658, while the indirect influence of then the total influence that X1 has on Z is the direct influence plus the indirect influence, namely 0.658 + 0.113 = 0.771. Based on the calculation results above, it is known that the direct influence value is 0.658 and the indirect influence value is 0.113, which means that the indirect influence value is smaller than the direct influence value. These results indicate that indirectly X1 through Y has a significant influence.

5. DISCUSSION

In several previous studies, such as those conducted by Park, Kim, and Forney (2006), it was found that Hedonic Shopping Motivation had a significant influence on Impulse. Buying. However, the results of this study show that Hedonic Shopping Motivation does not have a significant influence on Impulse Buying, with a significance value of 0.835 (> 0.05). This difference can be caused by differences in samples or cultural context in the research conducted. Meanwhile, this research is in line with research findings by Dawson and Kim (2009), who also found that Promotion has a significant influence on Impulse Buying, with a significance value of 0.004 (< 0.05). Furthermore, this research found that Promotion has a significant influence on Shopping Lifestyle, with a significance value of 0.000 (< 0.05). This is consistent with research by Kwon and Jain (2009) which also states that promotions can influence consumers' shopping lifestyles. However, in contrast to research findings by Arnold and Reynolds (2003), which show that Hedonic Shopping Motivation has a significant influence on Shopping Lifestyle, this research shows the opposite result with a significance value of 0.793 (> 0.05). The inconsistency of these results may be due to other variables not controlled in this study or differences in measurement methods. In addition, the results of the path analysis show that the influence is not direct through Impulse Buying is not significant in the case of Hedonic Shopping Motivation, but is significant for Promotion, which supports research findings by Silvera, Lavack, and Kropp (2008) regarding the important role of promotion in indirectly influencing consumer shopping lifestyles.

6. CONCLUSION

Based on the results of the analysis that has been carried out, it can be concluded that Hedonic Shopping Motivation does not have a significant influence on Impulse Buying, with a significance value of 0.835 (> 0.05). Apart from that, Hedonic Shopping Motivation also has no significant effect on Shopping Lifestyle, with a significance value of 0.793 (> 0.05). On the

other hand, Promotion has a significant influence on Impulse Buying, indicated by a significance value of 0.004 (< 0.05). Promotion also has a significant influence on Shopping Lifestyle with a significance value of 0.000 (< 0.05). Impulse Buying itself has a significant influence on Shopping Lifestyle, with a significance value of 0.000 (< 0.05). Path analysis shows that Hedonic Shopping Motivation goes through Impulse Buying on Shopping Lifestyle does not have a significant influence, where the direct influence value is 0.027 greater than the indirect influence of 0.007. On the other hand, Promotion through Impulse Buying on Shopping Lifestyle shows a significant influence, with a direct influence value of 0.658 which is greater than the indirect influence of 0.113. From these results it can be concluded that promotions are more effective in influencing shopping lifestyles directly or through impulsive behavior compared to hedonic shopping motivation.

Based on the results of this research, several suggestions can be given to stakeholders, especially retail business people and marketers: ***Promotion Optimization*** : Promotion is proven to have a significant influence on Impulse behavior Consumer Buying and Shopping Lifestyle. Therefore, businesses must focus on effective promotional strategies to encourage impulse purchases and shape consumers' shopping lifestyles. Tactics like discounts, bundle offers, and limited-time promotions can increase interest and encourage impulse purchases. ***Evaluation of Hedonistic Motivation*** : Considering that Hedonic Shopping Motivation does not have a significant influence on Impulse Buying and Shopping Lifestyle, companies need to re-evaluate their approach to hedonically motivated consumers. It may be necessary to take a more personal or innovative approach to reach this segment, for example by creating a more interesting and enjoyable shopping experience. ***Use of Customer Data*** : By utilizing customer data, companies can identify consumer shopping behavior patterns and develop more targeted promotional strategies. Data analysis can help in understanding the factors that influence Impulse Buying and Shopping Lifestyle, so that marketing campaigns can be tailored to consumer needs and preferences. ***Enhanced Shopping Experience*** : Although hedonic motivation does not directly influence impulsive shopping behavior or shopping lifestyle, an enjoyable shopping experience is still important. Providing an attractive, comfortable and satisfying shopping environment can increase customer satisfaction and brand loyalty, which can ultimately encourage positive purchasing behavior. ***Further Research*** : Further research is needed to understand why Hedonic Shopping Motivation has no significant effect in this context. Additional research could involve other variables that may play a role, or explore cultural and demographic differences that may influence the results. By considering these

suggestions, it is hoped that business players can develop more effective strategies in increasing sales and establishing a positive consumer shopping lifestyle.

LIMITATION

The limitations in this research lie in the research respondents. Researchers realize that research has many obstacles, one of the factors that is an obstacle in this research is the research respondents. Apart from that, the relationship between variables and statements must be more detailed in explaining the meaning of the statement that will be asked to the respondent.

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