

The Impact of Hedonic Shopping Value and Shopping Lifestyle on Impulsive Buying Mediated by Positive Emotion among Online Marketplace Users in Pekanbaru

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ABSTRACT

This study examined the influence of hedonic shopping value and shopping lifestyle on impulsive buying among online marketplace users in Pekanbaru, Indonesia. The study used path analysis to analyse data from 112 respondents and found that hedonic shopping value had no significant effect on impulsive buying, while shopping lifestyle had a positive and significant relationship with impulsive buying. Additionally, hedonic shopping value had a positive and significant effect on positive emotions. The results suggest that to decrease impulsive buying, it is important to focus on creating a positive shopping experience and consider the shopping lifestyle of consumers

Keywords: Hedonic Shopping Value, Shopping Lifestyle, Positive Emotions, Impulsive Buying

1. INTRODUCTION

The marketing field has experienced rapid growth with the continuous evolution and advancement of technology and information. Many companies that were originally traditionally marketed are now switching to modern marketing. Offline businesses have begun to transform, so that they can be accessed online. Online marketing offers many opportunities for growth and requires assistance in developing sustainable strategies [1]. The rapid growth of e-commerce has resulted in the marketplace becoming the main platform for sellers and buyers to interact with. Owing to convenience and varied product selection, people have turned to online shopping. Growing marketplaces by providing services that focus on specific segments, such as marketplaces focusing on beauty products, fashion, food, and electronics. This enables sellers and buyers to find destinations that suit their needs.

A survey conducted by the Kadata Insight Center (KIC) and Ministry of Communications and Informatics (Kominfo) found that 37.9% of people shop online once every few months. Approximately 27% of people claim to purchase online once a month [2].

Currently, most people do not shop according to the planned list, although the product is not very important or even needed. A variety of exciting offers are included so that the excessive desire to buy does not stop, and the buyer does not pay attention to which product is a priority on the shopping list. Shopping gains attractive value; therefore, the hedonic nature of shopping increases over time without realizing it. These values included the ability to be more satisfied, happier, and enjoyed. The abundance of new products that keep popping up makes consumers shop more and can also make consumers smarter while shopping. In other words, it can be called an

impulsive purchase. In addition to the ease of shopping offered to consumers through online shopping, it can also make it easier to shop during busy times by organizing time well [3].

The Populix research company conducted a recent survey titled “Indonesian Shopper Behaviour on Promotion Week in the Face of Economic Uncertainty 2023” on shopping behavior and the impact of promotional campaigns on Indonesians’ spending styles amid the economic uncertainties of 2023. The surveys found that half of the Indonesian population tends to buy from their shopping lists both online and offline. The survey was conducted with 1,086 communities of men and women aged 18-55 years, and it was found that Indonesians today are accustomed to shopping online as well as offline. The survey also found that the factors that prompted people to shop impulsively were the desire to buy a product for a long time, but only able to buy it at the moment as much as 40%, self-appreciation or self-reward (39%), catching up with attractive promotions (35%), and discounts from the platform during the shopping festival momentum, such as twin-date discounts of 34%, free shipping costs of 31%, cashbacks of 31%, and shopping vouchers of 25%. The co-founder and CEO of Populix, Dr. Timothy Astandu, said that Indonesians tend to buy products spontaneously outside their shopping lists; this is known as impulsive buying. It is mainly driven by the opportunity to have a product that has long been desired, but can only be bought now and as a form of self-reward [4].

These impulsive buyers usually consider shopping satisfaction over the benefits of such goods because the goods purchased have a cheap price or with the availability of the discount given by the product. Impulsive purchases cannot be categorized as a single product. Consumers with impulsive behavior can buy a variety of products from the lowest to the highest price. Manufacturers and sellers usually exploit this tendency to increase their sales.

Hedonic shopping value causes impulsive buying. Hedonic value reflects the value consumers receive when buying a product through their experience. Hedonic value reflects a sense of entertainment and escape from reality for consumers. Although the primary purpose of browsing is to evaluate or search for information about products sold online before buying them, consumers often do not feel that surfing is stressful. Their desire to browse caused them to decide to buy things without planning. This feeling of happiness leads to hedonic value [5]. According to the Theory of Reason Action (Fishbein and Technology Acceptance Model), consumers with high hedonistic values tend to shop for pleasure and escape. It makes sense that Online shopping on e-commerce platforms increases positive feelings toward happiness [5], [6].

2. LITERATURE REVIEW

2.1 Hedonic shopping value

Hedonic values are related to satisfaction through pleasure, fantasy, play, and pleasure [7]. [8] argue that hedonic shopping value is an emotional attribute that influences shopping activities [9]. Hedonic shopping value is the purchasing value perceived by consumers who shop online, where new trends in a product, pleasure, emotional value, privacy, comfort, and the interaction between seller and buyer form the basis for making a purchase [10].

2.2 Shopping Lifestyle

A shopping lifestyle shows a person's activities, how they spend time and money, their purchasing activities, attitudes, and opinions about the world in which they live [11]. A shopping lifestyle indicates the way a person has chosen to allocate income, both in terms of funding for various products and services as well as certain alternatives in different categories [12]. [13] stated that shopping lifestyle is one's choice to spend time and money.

2.3 Positive emotion

Positive emotions are the moods perceived by a person who influences decision-making, which tend to reduce the complexity and time of decision-making when making a purchase (Sударsono, 2017). According to Tirmizi [9], positive emotions are defined as moods that influence and determine the intensity of consumer decision-making. [14] stated that positive emotions can generate positive feelings toward someone who is experiencing them.

2.4 Impulsive buying

According to Rook [15], impulsive buying is defined as a consumer feeling a sudden, strong, and unbearable urge to buy immediately. Impulsive buying is a condition in which consumers make unexpected purchases called unplanned purchases [16]

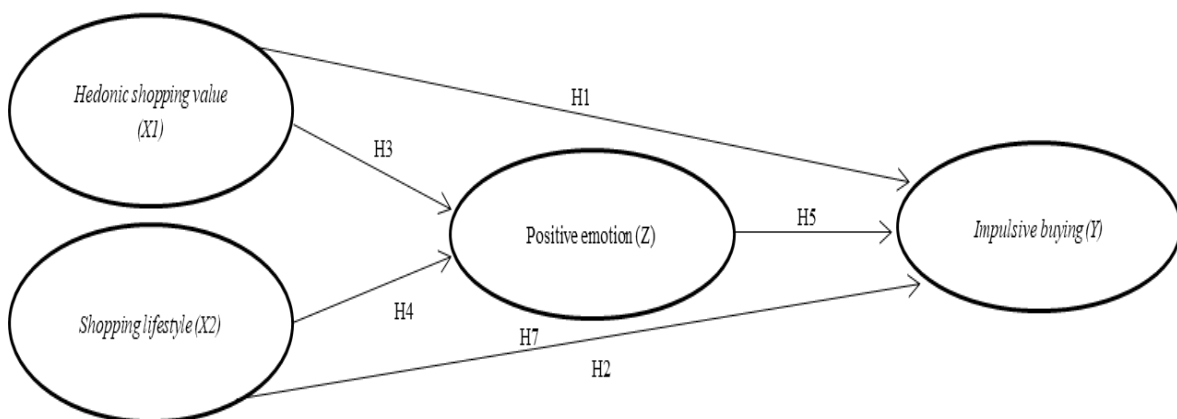


Figure 1. Research Framework

Source: [17], [18]

Based on the research framework proposed above, the hypotheses of this study are as follows:

- H1: There is a significant relationship between hedonic shopping value and impulsive buying among marketplace users.
- H2: There is a significant relationship between shopping lifestyles and impulsive buying among marketplace users.
- H3: There is a significant relationship between hedonic shopping value and positive emotions in marketplace users.
- H4: There is a significant relationship between shopping lifestyle and positive emotions among marketplace users.

- H5: Positive emotions and impulsive buying significantly influence marketplace users;
 H6: Hedonic shopping value and impulsive buying are influenced by positive emotions among marketplace users.
 H7: There is an influence of shopping lifestyle and impulsive buying, mediated by positive emotions, on marketplace users.

3. METHODS

The population in this study comprised marketplace users who were residents of Pekanbaru at the age of 17 and above; the amount of sample measurement was determined based on [19], that is, the number of samples is the number of indicators multiplied by the number of five to ten parameters that have been displayed. In this study, we used 16 indicators and 7 parameters. Therefore, 112 respondents were considered to be capable of representing the population. The criteria for this study were marketplace users who were residents of Pekanbaru and over the age of 17.

4. RESULTS AND DISCUSSION

4.1 Descriptive analysis

Table 1. Results Of Respondents' Answers About Hedonic Shopping Value

No.	Indicators of Variable	N	Scale					Total	Mean	Criteria
			5	4	3	2	1			
1	Shopping facilities	112	48	46	13	2	3	112	4,2	Good
2	Spending time shopping	112	12	29	36	23	12	112	3,05	Neutral
3	Satisfaction in shopping	112	27	54	27	3	1	112	3,92	Good
Mean								3,72	Good	

Source: Processed Data, 2023

The table above shows that among the 112 respondents who replied to hedonic shopping value statements, there was an average score of 3,723, which was categorized as good, and respondents agreed with the statement.

Table 2. Results Of Respondents' Answers About Shopping Lifestyle

No.	Indicators of Variable	N	Scale					Mean	Criteria
			5	4	3	2	1		
1	Advertising offer	112	9	20	37	34	12	2,82	Neutral
2	Latest model	112	6	17	32	40	17	2,6	Not Good
3	Famous brands	112	21	31	35	17	8	3,36	Neutral
4	Best quality	112	34	50	22	5	1	3,99	Good
5	Purchasing different products	112	30	52	18	9	3	3,87	Good
6	Buying the same product but brand different from usual	112	25	53	27	3	4	3,82	Good
Mean								3,41	Good

Source: Processed Data, 2023

The table above shows that from the 112 respondents' answers to the shopping lifestyle statements, there is an average score of 3,409, which is categorized as good, and respondents agree with the statement.

Table 3. Results Of Respondents' Answers About Positive Emotion

No.	Indicators of Variable	N	Scale					Mean	Criteria
			5	4	3	2	1		
1	Feeling happy	112	14	40	34	16	8	3,32	Neutral
2	Feeling proud	112	5	26	50	24	7	2,98	Neutral
3	Feeling excited	112	15	46	30	16	5	3,45	Good
Mean								3,25	Neutral

Source: Processed Data, 2023

The table shows that the 112 respondents' answers to the positive emotional variable statements had an average score of 3.25, and these replies were categorized as neutral.

Table 4. Results Of Respondents' Answers About Impulsive Buying

No.	Indicators of Variable	N	Scale					Mean	Criteria
			5	4	3	2	1		
1	Spontaneity	112	11	40	34	16	8	3,28	Neutral
2	Special offers	112	22	26	50	24	7	3,25	Neutral
3	Obsessed with shopping	112	11	46	30	16	5	3,39	Neutral
4	Indifference of result	112	7	15	22	37	31	2,38	Not Good
Mean								3,07	Neutral

Source: Processed Data, 2023

The table above shows that, out of 112 replies, answers to impulsive buying variable statements had an average score of 3.07, which was categorized as neutral.

Validity test

Table 5. Validity Test Results

Variables	Indicators	R count	R table	Decision
Hedonic Shopping Value	HSV 1	0,738	0,184025	Valid
	HSV 2	0,783	0,184025	Valid
	HSV 3	0,772	0,184025	Valid
Shopping Lifestyle	SL 1	0,623	0,184025	Valid
	SL 2	0,715	0,184025	Valid
	SL 3	0,714	0,184025	Valid
	SL 4	0,659	0,184025	Valid
	SL 5	0,63	0,184025	Valid
	SL 6	0,555	0,184025	Valid
Positive Emotion	PE 1	0,876	0,184025	Valid
	PE 2	0,877	0,184025	Valid

	PE 3	0,868	0,184025	Valid
	IB 1	0,717	0,184025	Valid
Impulsive Buying	IB 2	0,687	0,184025	Valid
	IB 3	0,842	0,184025	Valid
	IB 4	0,786	0,184025	Valid

Source: Processed data, 2023

This study uses the variables hedonic shopping value, shopping lifestyle, positive emotions, and impulsive buying, which have been declared valid. This can be demonstrated from the validity test results if the r counts are larger than those in the r table.

Reliability test

Table 6. Reliability Test Results

Variables	Croanbach's alpha	Remarks
Hedonic shopping value	0,628	Reliable
Shopping lifestyle	0,725	Reliable
Positive emotion	0,834	Reliable
Impulsive buying	0,754	Reliable

Source: Processed Data, 2023

From the table above, it can be concluded that all variables in this study were feasible because the Cronbach's alpha value was greater than 0.60.

Classical Assumption Test

a. Multicollinearity Test

Table 7. Multicollinearity Test Results

Model	Collinearity Statistics		Descriptions
	Tolerance	VIF	
Hedonic shopping value	0,553	1,777	No signs of multicollinearity
Shopping lifestyle	0,586	1,706	No signs of multicollinearity
Positive emotion	0,478	2,093	No signs of multicollinearity

Source: Processed Data, 2023

Based on the above table, the number of VIFs for hedonic shopping value, shopping lifestyle, and positive emotions is less than 10, and the tolerance figure is greater than 0.10. From these data, it can be concluded that no multicollinearity symptoms or assumptions of the collinearity test were met.

b. Normality Test

Table 8. Normality Test Results

		Unstandardized Residual
N		112
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	294.680.351
Most Extreme Differences	Absolute	.060
	Positive	.054
	Negative	-.060
Test Statistic		.060
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Processed Data, 2023

The results of the normality test in this study used the one-sample Kolmogorov-Smirnov test. The result was given as an asymptotic significance value (2-tailed) of 0.200, which was greater than 0.05. It can then be concluded that the data are normally distributed, which means that the assumption of normality is met.

Hypothesis TEST

Table 9. First Structure Hypothesis Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
		B	Std. Error	Beta			
		1	(Constant)	-1527			1049
	Hedonic shopping value	.528	.095	.434	5.572	.000	
	Shopping lifestyle	.263	.052	.393	5.047	.000	

a. Dependent

Variable: Positive emotion

Source: Processed Data, 2023

From the above table, the following conclusions can be drawn:

- a) The hedonic shopping value has a standardized coefficient value of 0.434 and a significance value of 0.000. This indicates that hedonic shopping value has a positive and significant effect on positive emotion;

- b) Shopping lifestyle has a standardized coefficient value of 0.393 and a significance value of 0.000. This shows that shopping lifestyle has a positive and significant influence on positive emotion.

Table 10. Second Structure Hypothesis Test Results

Model		Unstandardized		Standardized	t	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	3301	1690		1.953	.053
	Hedonic shopping value	-.168	.171	-.104	-.981	.329
	Shopping lifestyle	.240	.092	.270	2.594	.011
	Positive emotion	.559	.153	.421	3.657	.000

a. Dependent

Variable: Impulsive buying

Source: Processed Data, 2023

From the table above, the following points can be made.

- a) Hedonic shopping value has no significant effect on impulse buying. This can be seen from the standardized beta value of -0.104 and a significance value of 0.329, which is smaller than 0.05.
- b) Shopping lifestyle has a positive and significant effect on impulse buying. This can be seen from the standardized beta value of 0.270 and significance value of 0.011, which is smaller than 0.05.
- c) Positive emotion has a positive and significant effect on impulse buying. This can be seen from the standardized beta value of 0.421 and a significance value of 0.000, which is less than 0.05.

Path Analysis

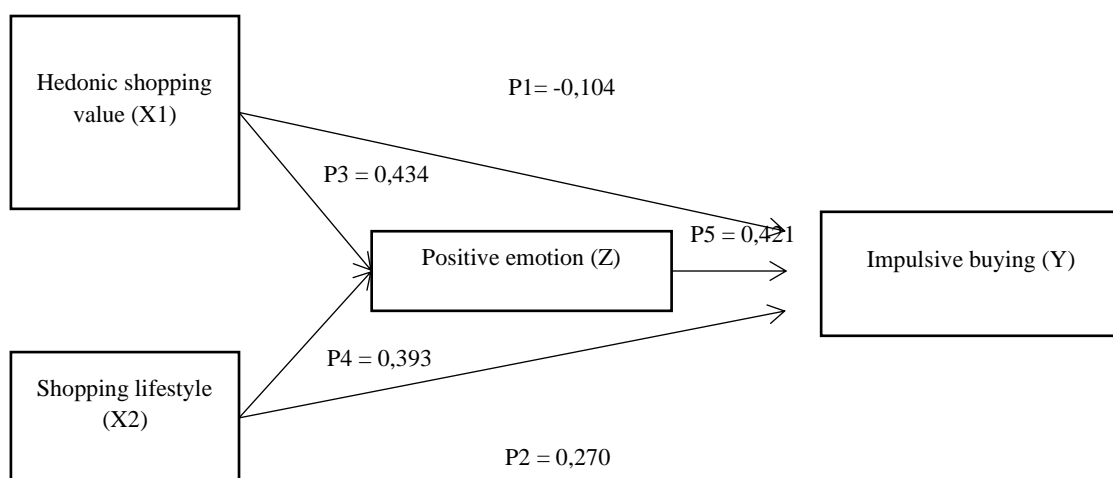


Figure 2. Path Analysis Diagram

The calculation results are described in this following table:

Table 11. Path Analysis Calculation Results

Paths	Path	Indirect influence	Total	Decision
	Coefficient Direct influence			
Hedonic shopping value → Impulsive buying	-0,104		- 0,104	Irresistible
Shopping lifestyle → Impulsive buying	0,27		0,27	Accepted
Hedonic shopping value → Positive emotion	0,434		0,434	Accepted
Shopping lifestyle → Positive emotion	0,393		0,393	Accepted
Positive emotion → Impulsive buying	0,421		0,421	Accepted
Hedonic shopping value → Positive emotion → Impulsive buying	-0,104	$0,434 \times 0,421 =$ 0,182	0,078	Accepted
Shopping lifestyle → Positive emotion → Impulsive buying	0,27	$0,393 \times 0,421 =$ 0,165	0,435	Accepted

Source: Processed Data, 2023

Sobel Test

a) First sub-structural equation

$$\begin{aligned}
 S_{ab} &= \sqrt{0,421^2 0,141^2 + 0,434^2 0,135^2 + 0,141^2 0,135^2} \\
 S_{ab} &= 0,0855 \\
 t_{count} &= \frac{0,434 \times 0,421}{0,0855} \\
 &= 2,137 \\
 t_{table} &= 1,981
 \end{aligned}$$

b) Second sub-structural equation

$$\begin{aligned}
 S_{ab} &= \sqrt{0,270^2 0,052^2 + 0,434^2 0,153^2 + 0,052^2 0,153^2} \\
 S_{ab} &= 0,0683 \\
 t_{count} &= \frac{0,434 \times 0,270}{0,0683} \\
 &= 1,715 \\
 t_{table} &= 1,981
 \end{aligned}$$

Based on the above calculations, the following is obtained:

1. The number of t-counts in Model 1 was 2,173, and the t-table was 1,981. This implies that the t-count is larger than the t-table. Thus, in this study, positive emotional variables mediated the influence of hedonic shopping value and impulsive buying.
2. The number of t-counts in Model 1 was 1,715, and the t-table was 1,981. This implies that the t-count is larger than the t-table. Thus, in this study, positive emotional variables mediated the influence of shopping lifestyle and impulsive buying.

DISCUSSION

The Influence of Hedonic Shopping Value on Impulsive Buying

The results of this study are consistent with the research conducted by [20], which states that hedonic shopping value has no direct positive relationship with impulsive buying. The research conducted by [21] also states that there is no influence between hedonic shopping value and impulsive shopping.

The Influence of Shopping Lifestyle on Impulsive Buying

This is in line with research conducted by [22], who stated that shopping lifestyle has a direct influence on impulsive buying. Research carried out by [18] also states that lifestyle influences impulsive shopping.

The Influence of Hedonic Shopping Value on Positive Emotion

The results indicate that the hedonic shopping value of marketplace users in Pekanbaru has a direct and significant influence on positive emotions. This is in line with the research conducted by [20], which states that hedonic shopping value significantly influences impulsive buying.

The Influence of Shopping Lifestyle on Positive Emotion

Based on the results of this study, it can be found that the shopping lifestyle of marketplace users in Pekanbaru has a direct and significant influence on positive emotions. This is in line with the research conducted by [20], which states that a shopping lifestyle has a significant impact on positive emotions.

The Influence of Positive Emotion on Impulsive Buying

Based on the results of this study, it can be found that positive emotions of marketplace users in Pekanbaru have a direct and significant influence on impulsive buying. This is in line with the research conducted by [20], which states that positive emotion has a significant effect on impulse buying.

The Influence of Hedonic Shopping Value on Impulsive Buying Is Mediated by Positive Emotions

The Sobel test results show that positive emotions can mediate the influence of hedonic shopping value on impulsive buying. In line with [23], hedonic shopping influences impulsive buying through positive emotion.

The Influence of Shopping Lifestyle on Impulsive Buying Is Mediated by Positive Emotions

Based on the results of this study, shopping lifestyle has a significant influence on impulsive buying through positive emotions. According to research by [24], a shopping lifestyle influences impulsive buying through positive emotions.

5. CONCLUSION

Based on the calculations conducted in this study, hedonic shopping value has no significant influence on impulsive buying. The shopping lifestyle has a positive and significant relationship with impulsive buying. Hedonic shopping value had a positive and significant influence on positive emotions. The shopping lifestyle has a negative and significant impact on positive emotions. Positive emotions positively affected impulsive buying. Positive emotion is a mediating variable in the influence of hedonic shopping values on impulse buying behavior.

Marketers are more involved in impulsive buying because of their high brand knowledge and the presence of positive emotions. Therefore, marketers can innovate features that make consumers aware of the existence of brands and generate positive emotions.

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