THE INFLUENCE OF HEDONIC SHOPPING MOTIVATION AND FASHION INVOLVEMENT TO IMPULSE BUYING IN E-COMMERCE

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Abstract:

This research aims to understand the influence of Hedonic shopping motivation and Fashion involvement on Impulse buying in e-commerce. Quantitative research with stratified random sampling technique. Data was collected through questionnaires given to 82 college students of STIE. Cendekia Bojonegoro, who used e-commerce. Method for conducting data analysis using multiple linear regression data analysis. The results show that hedonic shopping motivation does not affect impulse buying in e-commerce. This is possible because students, as a sample in the study, do not have income,, making them unable to make impulse purchases. Fashion involvement has a significant effect on Impulse buying in e-commerce. Hedonic shopping motivation and Fashion involvement simultaneously have a significant effect on Impulse buying in e-commerce. Based on the results of the study, it is recommended that retail sellers identify consumer needs and preferences and implement innovative solutions to enhance the shopping experience. Moreover, e-commerce merchants are expected to continue to adapt to trends and changes in consumer behavior and follow technological developments in an effort to maintain consumer satisfaction.

Keywords: Hedonic Shopping Motivation (HSM), Fashion involvement (FI), Impulse Buying (IB)

INTRODUCTION

The internet impacts human life, especially in the current era of the Industrial Revolution 4.0. Most communication activities and business transactions have used digital media. Previously, transactions were carried out face-to-face between sellers and buyers; now, business transactions have shifted towards online shopping. Based on information from the Central Statistics Agency in 2020, online transactions occur through several platforms known as e-commerce. According to Rerung (2018), e-commerce is a place where there is a negotiation or process of exchanging information between sellers and buyers where they live. Transactions through e-commerce are becoming increasingly popular in Indonesia. Hootsuite and We Are Social showed an increase in internet users of 25.4 million, reaching 175.4 million in 2020 compared to 2019, which only had 150 million users (Indonesian et al., 2020). data shows that most Indonesians use the internet daily (Setiawan & Sahetapy, 2022). E-commerce platforms in Indonesia include Lazada, Tokopedia, Bukalapak, Shopee, and others. According to Katadata, retail e-commerce sales in Indonesia are expected to continue to increase yearly (Putri & Andani, 2023).

Hedonic shopping motivation (HSM) is influenced by various attractive offers that encourage and facilitate consumers to meet their needs by shopping hedonically without paying attention to the benefits of the product purchased in order to fulfill their pleasure (Alba & Williams, 2012). It relates to FI, where emotional factors are generated when potential buyers feel the product. Young consumers who want to look fashionable are exposed to this phenomenon, and in the end, they no longer consider rationality when making purchase decisions. According to Haq et al. (2019), FI is an individual's interest in fashion products, namely clothes, shoes, and bags. The style of consumers who are involved in high clothing products differs from those who do not (Dewi et al., 2015). Increased consumer income will increase consumption, which can trigger IB. The positive impact on business people who will get higher profits as well. Hedonic shopping motivation (HSM) and FI encourage business people to offer a variety of fashions that consumers love; the more varied the fashion provided, the higher the occurrence of IB (Deviana & Giantari, 2016). Based on an interview in a preliminary study with one of the female students, she stated that she bought fashion products such as hijab and clothes 2-3 times a week using her pocket money. She admitted that she used to tend to be impulsive in making these purchases because the prices offered were more affordable than in stores. Another reason that makes her buy fashion products on e-commerce is because of discounts. Researchers say that the activities carried out by these female students were included in the category of impulse purchases based on fashion products. From an early age, we tend to choose one product or service over another because it is influenced by various commercial stimuli (Novita & Soetjiningsih, 2023).

Rony and Pambudi's (2022) research shows that HSM affects shop e-commerce impulse purchases in college students. Fashion Involvement (FI) affects Shopee's e-commerce impulse purchases among college students. From the study results, Padmasari and Widyastuti (2022) show that FI, Shopping Lifestyle, and Sales Promotion significantly affect product IB fashion on Shopee E-Commerce. Adiputra (2015) also stated that HSM and FI affect IB. Padmasari and Widyastuti's (2022) research states that FI, shopping lifestyle, and sales promotion significantly affect IB on fashion products in Shopee E-Commerce.

The problems that may arise from this phenomenon are consumers experience hedonic consumption because they are influenced by online shop stimuli that are deliberately designed to attract their attention; consumers quickly get information about fashion, which encourages consumers to shop for their needs; consumer behavior has changed from shopping with planning to more spontaneous and unplanned (Salem et al., 2023). Consumers who make impulse purchases are less likely to consider the consequences of such purchases. From the description above, researchers want to know the influence of HSM (X1) and FI (X2) on IB (Y) in e-commerce. The research hypothesis is as follows:

H1: Hedonic Shopping Motivation has a significant effect on Impulse Buying.
H2: Fashion Involvement has a significant effect on Impulse Buying.
H3: Hedonic Shopping Motivation and Fashion Involvement significantly affect Impulse Buying.

METHODS

Qualitative research with a population of 437 college students. Proportional stratified random sampling is used, and the sample size is 82 college students. The population criteria used are members of college students who make purchases through e-commerce (Kusuma et al., 2023). The sample is heterogeneous and consists of several strata so that it can represent the population of college students consisting of:

Table 1. A sampling of Each Stratum

Semester	Number of samples	
II	116/437 x 82	22
IV	181/437 x 82	34
VI	68/437 x 82	13
VIII	72/437 x 82	13
Total Samples		82

The Operational Definition of the Variables.

Impulse Buying (IB). Defined as purchases made without having a specific need or buying intent formed before entering the store. IB behavior is measured by referring to the characteristics of IB by Rook (1987: 193-195) in Utami and Utama (2017). Such characteristics are spontaneity, power, compulsion and intensity; excitement and stimulation; and disregard for consequences.

Hedonic Shopping Motivation (HSM). According to Scarpi (2006) and Pramesti and Dwiridotjahjono (2022), HSM reflects the attitude or experience of pleasure, excitement, and curiosity consumers have when shopping. Indicators to measure hedonic shopping, according to Utami (2017), are as follows:

a. Adventure shopping: Consumers feel that shopping is an exciting and fun adventure.
b. Gratification shopping, consumers feel shopping is a way to deal with stress.
c. Role shopping: Consumers like to shop with others because if they are happy, they also feel happy.
d. Value shopping: Consumers like to shop when there are discount offers.
e. Social shopping: Consumers find it fun to shop with friends and family, socialize while shopping, and bond with others.
f. Idea shopping: Consumers shop to follow trends and new products.

Fashion Involvement (FI). Consumer interest in the fashion product category is driven by the need and interest in the product (Amiri et al., 2012). Consumer involvement in fashion refers to the level of attention or interest of consumers in the category of fashion products. FI, according to Kim (2005), can be measured using several indicators, namely having a variety of new clothing models, having clothes with diverse motifs, choosing clothes that reflect fashion characters, and when wearing favorite clothes that can attract the attention of others (Maidah & Sari, 2022).

The analysis method used is multiple linear regression analysis. The analysis forecasts the state of the dependent variable if some independent variable as a predictor factor was manipulated (Sugiyono, 2017). So, multiple regression analysis requires a minimum of two independent variables.

RESULT AND DISCUSSION

Multiple linear regression test aims to determine the effect of HSM (X1) and FI (X2) on IB (Y). The results of the analysis are as follows:

Table 2. The Result of Multiple Linear Regression

Variable	Unstandardized Coefficients	Standardized Coefficients	Sig

	B	Standard Error	Beta	t statistic	
Constanta (C)	3.793	2.159		1.757	0.083
Hedonic Shopping Motivation (X_1)	0.086	0.132	0.096	0.648	0.519
FI (X_2)	0.453	0.164	2.754	2.757	0.007

Dependent Variable: Impuls Buying
Source: Data Processed 2023

The analysis yields the equation: Y = 3.793 + 0.086X1 + 0.453X2. The constant has a value of 3.793. It shows that if the independent variable is 0, Y (IB) has a value of 3.793. The regression coefficient value of X1 is 0.086, which means that every additional 1 point or 1% of X1 will increase the value of Y in e-commerce by 0.086. FI (X2) has a regression coefficient value of 0.453, so every addition of 1 point or 1% of X2 will increase the value of Y in e-commerce by 0.453.

The t-test is performed to determine whether X1 and X2 affect Y. If the calculated price t is less than or equal to the table price, Ho is accepted. The error rate α is set at 5% (α = 0.05). The results of this study revealed that HSM did not significantly affect IB. It can be seen from the statistical results in research where the value of t-count = 0.648 is greater than the value of t-table = 1.990. FI has a positive and significant effect on IB. It can be seen from the statistical results where t-count = 2.757 and t-table = 1.990. If the price of the t-count is less than the t-table price, then Ho is accepted. Test F to find out if X1 and X2 affect Y. The results are:

Table 3. The Results of F-test

Model	Sum of Squares	Df	Mean Square	F	Sig
Regression	242,000	2	121,000	11,936	,000[b]
Residual	800,878	79	10,138		
Total	1042,878	81			

Source: Data Processed 2023

The statistical result of the simultaneous test (F-test) showed 11.936. The value of F count is 11.936 compared to F table 3.11. Ho is rejected, and Ha is accepted because F count (11.936) > F table (3.11) and sig. < 0.05, it was concluded that X1 and X2 simultaneously affect the Y.

The determinant coefficient analysis is used to determine the percentage of contribution of the influence of the independent variable to the dependent variable. The result of the R Square value is 0.232. It means that the contribution of X1 and X2 to Y is 23.2%, while the remaining 76.8% is influenced by other factors not included in this study.

Hedonic shopping motivation (HSM) does not affect IB. These results do not support research from Pramesti and Dwiridotjahjono (2022), which found that HSM affects IB and concludes that HSM has a significant positive impact on IB in modern retail.

Motive is the drive within a person to do something. The consumer in shopping is also based on the drive in him. Consumer motivation is created because of a need. Sometimes, consumers shop because they are driven to get a pleasant feeling. Motivation is based on subjective or emotional

thinking. Hedonism relates to consumers' emotions when shopping, making them happy, angry, hateful, or adventurous. The sample in this study is college students. They may find shopping an exciting and enjoyable adventure and love shopping with friends and family. They may also find socializing while shopping fun and is a way to treat stress. However, their financial ability only supports them to make unplanned purchases. They still need their income. They have to save money to buy the things they want. They shop to be able to keep up with new trends and products. However, when they shop online, they will not make unplanned purchases when they find items that interest them. Money is a source of power. Products purchased on IB are primarily desired but only sometimes needed. Impulse buying (IB) occurs when consumers suddenly want to buy something as soon as possible. Although IB ignores consideration of consequences, by not having money, consumers do not have the power to make purchases.

Fashion involvement (FI) has a positive and significant effect on IB. The results of this study are supported by Prastia (2013) and Amiri et al. (2012); FI is consumer interest in the fashion product category driven by the needs and interests of the product. The results also support research from Padmasari and Widyastuti (2022), which shows that FI, shopping lifestyle, and sales promotion significantly affect the IB of fashion products in Shopee E-Commerce. Consumers will buy clothes with the latest models, choose clothes based on their taste and can make them confident. They choose clothes that fit their personality. When they find clothes that match their preferences, they will purchase them. Based on the results of this study, involvement is essential because it affects IB. College students who pay attention to the appearance of their fashion will increasingly do IB. Marketers can offer products with attractive promotions and targeted marketing stimuli so that customers are encouraged to make purchases, including impulse purchases.

Hedonic shopping motivation (HSM) and FI simultaneously significantly influence IB behavior in e-commerce. College students love shopping, and when they get the desired fashion item, they are encouraged to make unplanned purchases. The results align with research by Rony and Pambudi (2022), which shows that hedonic shopping motives and FI significantly affect Shopee's e-commerce IB.

CONCLUSION

HSM does not affect IB, while FI partially affects IB behavior. HSM and FI simultaneously have a significant influence on IB. Given that the value of R Square is 0.232, the influence of variables other than X1 and X2 on Y is 76.8%. There are still many possible studies that examine the factors that influence IB. The next researcher is advised to add independent variables for forming IB, such as sales promotion, price discount, flash sale, cashback, and other variables.

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