

THE EFFECT OF HEDONIC SHOPPING MOTIVATION AND SHOPPING LIFESTYLE ON IMPULSE BUYING ON THE ZALORA ONLINE SHOP

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Abstract: This study aims to determine and analyze the Influence of Hedonic Shopping Lifestyle on Impulse Buying at Zalora Online Shop (Case Study of Private Higher Education Students in Medan City directly or indirectly. The approach used in this study is a quantitative approach that is associative. The population in this study were students of private tertiary institutions in Medan City that is Medan Area Universities, Panca Budi Universities, and Pelita Harapan Universities. The sample in this study used a saturated sample method, amounting to 91 students of private universities in Medan City. The data collection technique in this study used a quantitative approach, used statistical analysis using Classical Assumptions Test, Multiple Linear Regression, Hypothesis Testing, Partial Testing, Simultaneous Testing, and Determinant Coefficient. The results of this study prove that directly Hedonic Shopping Motivation and Shopping Lifestyle have a significant effect on Impulse Buying and indirectly Hedonic Shopping Motivation and Shopping Lifestyle have a significant effect on Impulse Buying among Private Higher Education Students in Medan City.

Keywords: Hedonic Shopping Motivation, Shopping Lifestyle, Impulse Buying

Introduction

Online shopping is increasingly becoming the main choice for consumers in this digital era. E-commerce is a technology that uses the internet to support electronic commerce activities, namely selling, purchasing and marketing goods and services (Rahma al, 2019). Trends in selling on e-commerce. Indeed, it cannot be separated from the behavior of consumers who are currently spending more lots of time to browse good online shopping sites or applications using a desktop or using a cellphone (Mardiansyah 2022). The ease and comfort offered by online shopping makes consumers increasingly interested in buying goods online. Currently, one of the e-commerce phenomena that is growing rapidly is the emergence of many online buying and selling sites. There are many conveniences obtained in online transactions, but the majority of Indonesian people still prefer to shop conventionally, which is still a consideration for consumers, namely the level of trust they show on the buying and selling site (Putra et al., 2017). One of the e-commerce companies that consumers choose is Zalora. Zalora is an e-commerce company operating in the fashion and lifestyle sector which has a fairly large market share in Indonesia. Usually netizens who are younger or teenagers have a greater tendency for impulse buying behavior than the age group above (Samiono, B. E. (2015). In online shopping activities,

consumers often make unplanned purchases or what is usually called impulse buying. Consumers who do impulse buying do not think about buying a product or brand certain. Consumers generally immediately make purchases because they are interested in the product or brand right away. Consumers tend to buy spontaneously, reflexively, suddenly and automatically (Andriany and Arda 2019).. Impulse buying is a purchase made spontaneously without prior planning. This can happen because of factors that influence consumer purchasing decisions, such as a pleasant shopping experience and shopping lifestyle. A pleasant shopping experience or what is usually called hedonic shopping is one of the factors that can influence impulse buying. Hedonic shopping refers to shopping activities carried out to satisfy consumers' emotional needs, such as pleasure or aesthetic satisfaction. Apart from that, consumer shopping lifestyles can also influence impulse buying. Shopping lifestyle refers to the consumer's lifestyle in carrying out shopping activities, such as choosing certain brands or styles in shopping.

E-commerce sites are not only for promoting products and services but are also a place for buying and selling transactions that make money online or indirectly. According to data from *ipriceinsight.com* (2017), the number of well-known E-Commerce brands in Indonesia reaches 37 brands. For example, in the fashion sector, based on data from *ipriceinsight.com*, in the fashion sector in Indonesia there are already eighteen well-known E-Commerce brands such as Berrybenka, Zalora, Sociolla, 8wood, Mapemall, Hijup, Hijabenka, Brandoutlet, Mamaway and others. With the presence of e-commerce in Indonesia, it can be used and reached by all business people and consumers. Based on related sources, there are five big cities in Indonesia with the largest number of online shoppers, one of which is Medan.

Purchase interest is a person's desire to purchase a product (both goods and services). Buying interest is related to feelings and emotions, if someone feels happy and satisfied when buying goods or services, this will strengthen buying interest. Consumer buying interest is a very important factor in marketing activities, buying interest is consumer behavior that underlies a purchasing decision to be made (Swastha and Irawan, 2001). Since the purpose of the shopping experience is to satisfy hedonic needs, these purchased products appear to be choices without planning and will present an impulse buying process. The impulse buying process begins when consumers carry out information search/browsing activities. Consumers who like shopping have a greater tendency to search for information about certain products. Currently, the internet is the ideal infrastructure for processing and running e-commerce, so that e-commerce has become synonymous with business on the Internet. The company's success in influencing consumers in purchasing decisions is greatly supported by efforts to build communication by meeting consumers' desired needs, creating various varied products and various choices of the products themselves, and creating products that consumers have never previously needed. Complex decision-making processes often involve a choice between two or more alternative courses of action. The purchase process of impulse buying in a fashion orientation is motivated by new versions of fashion fads and brand images that drive consumers to hedonic shopping experiences. This phenomenon is what makes researchers interested in looking at the influence of consumers' hedonic shopping motivation on the impulse buying process at the online fashion store Zalora. According to Peter Drucker, the goal of marketing is to know and understand customers, so that the product fits nearby and can be sold on its own. Ideally, marketing causes customers to be ready to buy, so producers must try to keep their products available (Kotler and Keller, 2009).

Consumer behavior is influenced by consumer shopping motivation, one of which is hedonic shopping motivation. Hedonic actions are all human actions, whether conscious or not, whether they arise from external forces or internal forces, basically have one goal, namely seeking pleasurable things and avoiding painful things (Utami, 2010). Shopping lifestyle reflects a person's choices in spending time and money. With the availability of time, consumers will

have plenty of time to shop and with money consumers will have high purchasing power. This is of course related to consumer involvement in a product which also influences the occurrence of impulse buying. According to Arnold and Reynolds (2003) hedonic motivation is a purchasing activity that is driven by behavior related to the five senses, imagination and emotions that make pleasure and material enjoyment the main goal of life.

Several Venture Capitals invest capital in the E-Commerce market based in Indonesia. Lazada, Zalora, Tokopedia, VIP Plaza, Bilna, Saqina and Berrybenka are some examples of E-Commerce companies that are entrenched and successful in Indonesia. Even though Zalora has made sales efforts, the results are still not optimal. It is proven that Zalora is not yet the top 1 performing online consumer goods retailer in Indonesia. Based on data obtained from iPrize.

Literature Review

Impulse Buying

Customer satisfaction is the consumer's feeling after feeling between what he received and what he expected (Arianty et al., 2016). Customers will feel satisfaction with a product if the company's product is considered good and can provide satisfaction to customers for a long time. Prastia (2013) defines impulse buying as a purchase that is unplanned and made spontaneously. Impulse buying consists of an emotional component or urge to make a purchase that can occur when consumers experience a sudden and persistent urge to immediately buy something. According to Christina (2014: 50), "An unplanned purchase is an action made without prior planning, or the purchase decision occurs while in a shop or online shop. "This unplanned purchase is a stimulus or stimulation that occurs while in a shop or while looking at an online shop." Meanwhile, according to Beatty and Ferrel in Vonkeman (2017), "Impulse buying occurs when shopping without any particular intention to buy a product in a certain category. According to Engel in Edwin and Sugiono (2011), purchases based on impulse have one or more characteristics, namely: "Spontaneity, strength, compulsion, intensity, excitement, stimulation, and indifference to consequences."

Hedonic Shopping Motivation

Shopping is the activity of buying something in Indonesian which is called shopping. Shopping activities include two activities, namely the activity of obtaining information regarding the availability of variants, characteristics and price details in a retail store and the activity of obtaining goods and services. When shopping, consumers tend to have positive emotions to buy a product without prior planning in the form of a shopping list (Hatane Samuel, 2006; Kosyu, Hidayat, & Abdillah, 2014). Consumers buy without prioritizing according to their needs. Consumers tend to carry out excessive shopping activities to fulfill their own satisfaction (Edwin Japariato, 2010). Sometimes there are also consumers who make purchases by recognizing a problem, finding information about a particular product or brand and evaluating how well each alternative solves the problem, which then leads to a purchasing decision (Tjiptono, 2011:24). Customers are the key word for company success. Such an important role has forced every company to try to develop tips or strategies to attract them, so that they become buyers of their products. According to Supranto (2001) satisfaction is the level of a person's feelings after comparing the performance/results they feel with their expectations. Engel et.al in Alma (2007) stated that customer satisfaction is a post-purchase evaluation where the chosen alternative meets or exceeds customer expectations, dissatisfaction arises if the results (outcome) do not meet their expectations

Shopping Lifestyle

Online shopping has now become a new way for some Indonesian people to shop. For some people, online shopping is considered to be a solution, because consumers can get the goods or services they want without having to go to a shopping place. A person's purchasing decision can be said to be unique, because each person's preferences and attitudes towards objects are different. Apart from that, consumers come from several segments, so what they want and need is also different. Leon Tan's statement in Japariato (2011:33) said that "the shadow of the global recession, either directly or indirectly, has influenced people's thinking patterns and lifestyles, including the way they shop. According to Mowen and Minor in Sumarwan (2011:45) explain that lifestyle reflects consumption patterns that describe a person's how he uses time and money. Lifestyle is not permanent or changes quickly. Sumarwan (2011:45) said that lifestyle is often described by a person's activities, interests and opinions (activities, interests and opinions). Research conducted by Cobb and Hoyer in Tirmizi et al., (2009:524) states that shopping lifestyle is defined as a consumer's behavior regarding the decision to purchase a product which is related to their personal responses or opinions. This research shows a positive relationship between shopping lifestyle and impulse buying. According to (Dikria & Mintarti, 2016) people prioritize their pocket money to buy various kinds of branded goods to follow the latest trends rather than buying equipment that is more needed. The activity of following this trend encourages young people to buy goods that are used to display this trend without thinking twice and makes them trapped in consumer behavior. This consumptive behavior can be seen by being willing to spend money to fulfill desires, not needs. Based on the statement above, lifestyle shopping plays an important role for consumers in carrying out impulsive buying. Meanwhile, shopping lifestyle, according to Betty Jackson in Japariato (2011:33), is an expression of lifestyle in shopping that reflects differences in social status. The way we shop reflects status, dignity and habits.

Metode

The type of research used is quantitative. This research was conducted at private universities in Medan City, namely, Panca Budi University, Medan Area University, and Pelita Harapan University. In this research, the research sampling technique used was non-probability sampling. The sampling that will be used in this research is purposive sampling. Where samples are taken using certain considerations in accordance with the desired criteria to be able to determine the number of samples to be studied. In this study, the criteria for sample members were adjusted to the research objectives, namely: (1) Private university students who are active internet users in the city of Medan. (2) Respondents have shopped at Zalora at least 2 times. The number of samples determined was 35 Panca Budi University students, 35 Medan Area University students, and 30 Pelita Harapan University students. Data collection was carried out by administering questionnaires and conducting interviews.

Results and Discussion

1. The Influence of Hedonic Shopping Motivation on Impulse Buying

Partially, there is a significant influence between hedonic shopping motivation on impulse buying at the Zalora Online Shop. According to Edwin and Sugiono in (Lia & Citra, 2015), Hedonic shopping motivation can give rise to impulse/unplanned buying, unplanned buying is a purchasing action that is made without prior planning or the purchasing decision is made while in a shop or online." Meanwhile, according to (Yuniar and Rodhiyah, 2017), hedonic shopping motivation has a significant effect on impulse buying. This shows that the more consumers feel good hedonic shopping motivation, the higher the level of impulse buying.

Making complex purchasing decisions often involves a choice between two or more alternative courses of action.

Purchasing decision making is an action to overcome problems or steps taken to achieve goals as quickly as possible and at the most efficient cost possible. One of the factors that consumers pay attention to when deciding to buy a product is price. Where price is the amount of money or monetary units and other aspects that contain certain utilities and uses to obtain a product. (Irmalisa et al., 2016) So, according to research conducted by previous researchers above, it shows that hedonic shopping motivation has an influence on impulse buying.

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2. The Influence of Shopping Lifestyle on Impulse Buying

partially there is a significant influence between shopping lifestyle on impulse buying at the Zalora Online Shop. According to research conducted by Edwin and Sugiono (2011), shopping lifestyle has a significant effect on impulse buying. Shopping has become one of the most popular lifestyles. To fulfill this lifestyle, people are willing to sacrifice something to achieve it and this tends to result in impulse buying. Meanwhile, according to research conducted by (Khotimah et al., 2018), it shows that shopping lifestyle has a significant effect on impulse buying. There are several factors that influence consumers' buying interest, both internal factors / within the consumer and external influences, namely external stimuli carried out by business actors (companies), where the company or business actor must be able to identify consumer behavior in relation to making a purchase.

One thing that influences consumer buying interest is price, where research (Nasution, 2017) proves that price has a positive or significant influence on buying interest, where high buying interest can be formed by the prices offered by service or product providers. So, according to previous research, it is stated that shopping lifestyle influences impulse buying.

3. The Influence of Hedonic Shopping Motivation and Shopping Lifestyle on Impulse Buying

Based on the research results obtained regarding the influence of hedonic shopping motivation and shopping lifestyle on impulse buying online simultaneously, it can be concluded that the hedonic shopping motivation and shopping lifestyle variables have a significant effect on impulse buying at the Zalora Online Shop.

Lifestyles that continue to develop make shopping activities one of the most popular places for people to fulfill their needs. Often this shopping activity is motivated by a person's consumption patterns in spending time and money. The higher consumers shop with hedonic motivation and shopping becomes a lifestyle, the greater the possibility of impulsive purchases.

Research results (Japrianto, 2011),(Kurniasih et al,2021) show that hedonic shopping motivation and shopping lifestyle influence impulse buying behavior in high income communities. This proves that hedonic shopping also influences impulse buying. Consumers often experience impulse buying when shopping. Research results |(Lumintang, 2012) also state that shopping lifestyle has a significant effect on impulse buying. The research results show that the higher a person's shopping style, the greater the level of impulse buying.

Conclusion

Based on the results of the research and discussion previously presented, conclusions can be drawn from the research regarding the influence of hedonic shopping motivation and shopping lifestyle on impulsive purchases at the Zalora Online Shop. Partially, hedonic shopping

motivation has a significant effect on impulsive purchases at the Zalora Online Shop. Partially, the shopping lifestyle has a significant effect on impulse purchases at the Zalora Online Shop. Simultaneously, hedonic shopping motivation and shopping lifestyle have a significant influence on impulsive purchases at the Zalora Online Shop. Personalization and Product Recommendations: By using algorithms and customer data, Zalora can improve their ability to provide product recommendations that are relevant and interesting to individual students. This kind of personalization can increase shopping experience satisfaction and hedonic motivation.

Loyalty and Reward Program: Implement an attractive loyalty and reward program for loyal customers, including students. Programs like this can provide incentives for students to continue shopping at Zalora and improve their shopping lifestyle.

For further research, researchers can examine other variables, not only hedonic shopping motivation and shopping lifestyle. Researchers can add other variables and increase the research period to get more accurate results which actually influence students' impulse buying the most.

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