



## IMPULSE HEDONIC MOTIVES INFLUENCE ON BUYING THROUGH THE SHOPPING LIFESTYLE

Rizky Kurniantari, ✉ Palupiningdyah

Management Department, Faculty of Economics, Universitas Negeri Semarang, Semarang, Indonesia

### Info Article

*History Article:*

Received March

Approved

Published June 2019

### Keywords:

**hedonic motives,  
impulse buying and  
shopping lifestyle.**

### Abstract

Impulse buying behavior encourages consumers to shop unplanned without thinking of the benefit of the product purchased. Without dorongan hedonic behavior or hedonic motives and lifestyle are high on the consumer, then the consumer will not do impulse buying. The purpose of this study to determine the direct and indirect effects of hedonic motives to impulse buying using variables shopping lifestyle as an intervening variable. The population in this study are all consumers Giant Tidar Magelang. Sampling using purposive sample with 115 the number of respondents. Data collection method used is the method of questionnaires and documentation. Analysis of data using path analysis path (path analysis) with the variables include hedonic motives, lifestyle shopping, impulse buying. The results showed that hedonic motives direct influence positively and significantly related to impulse buying. The result of path analysis showed that lifestyle shopping able to mediate the association between hedonic motives to impulse buying. The conclusions of this study proved that hedonic motives direct influence positively and significantly related to impulse buying. Shopping lifestyle has a role as an intervening variable between hedonic motives to impulse buying. Suggestion for the company to further improve the facilities as well as the novelty of the atmosphere in the store. For further research to examine other retail types and can add new variables and or indicator to enrich the model and answer the problems and limitations of this research is going on.

## INTRODUCTION

ASEAN trade has become a trending issue in Indonesia (Sakitri et al., 2017). Along with the times of the era of globalization, competition in the retail business very rife. Globalization is the main factor creating demand by increasing demand for goods and retail services (Sopiyah & Syihabuddin, 2008). Nowadays, a lot of demand for goods and services so that competition will be intense. This increasingly competitive competition requires companies to create new thoughts on the service provided to consumers to maintain order not to switch to a competitor (Muslichati & Sri, 2015).

The last few years consumers are more likely to choose to make a purchase in Supermarkets. Every company always try to give satisfaction to customers is tantamount to maintain and improve the business of the company itself (Permana, 2013). According to Ariffatah (2015), the company must have good quality and excellent service. Best customer service and quality levels can be achieved consistently to improve services and give special attention to good service performance standards of service standards internal and external service standards (Fatonah, 2010). Nothing is more important than putting positive WOM to customers through service as part of business commitments (Nuryatno, 2012).

A consumer often purchases are unplanned or spontaneous purchases while shopping (Rook & Fisher, 1995). Consumers have reason to influence sometimes shopping activities carried out by the consumer is the emotional value. And other factors which affect impulse buying is the creation of consumer satisfaction. The creation of self-satisfaction on consumer makes consumers loyal and willing to recommend the company to other consumers (Liyundira & Ahmad, 2017). Lifestyle shopping is emotional by Solomon (2007) is a behavior or habit of an individual to spend time just for the sake of having fun together playmates and wants to be the center of attention in the neighborhood.

Purchasing behavior of Indonesian society today tends to be consumptive. It is supported by (Susanta, 2007), the majority of Indonesian consumers have unplanned character, and when shopping, they often become an impulse buyer. Told by Ma'Ruf (2006) that is currently most consumers in Indonesia are more oriented recreational concerned with aspects of pleasure, enjoyment and entertainment while shopping. The motivation for the purchase was the general buying motives and desires of human instinct, that reason or because someone makes a purchase, in order to meet their needs (Alfisyahrin et al., 2018).

According to Alfisyahrin et al. (2018), the reason a person has the hedonic properties among which many unmet needs that could not before, then after the need is met, new needs arise and sometimes the need is higher than ever. Hedonic shopping motivation would be created with the passion of someone who is affected shop the latest models and shopping into one's lifestyle to meet the daily needs (Kosyu et al., 2014).

Shopping made means of satisfying consumers' desire for goods they do not really need. Consumer satisfaction factor would be obtained in the process of consumption (Farida, 2014). But because of the influence of hedonic needs, so they buy these items, so that the behavior could encourage consumers to make unplanned purchases or impulse buying (Engel, 1996).

Tirmizi et al. (2009) stated that based on the survey results, the majority of Indonesian consumers have unplanned or unusual character called impulse purchases or unplanned purchases. They usually like to act last minute. When shopping, consumers are often the impulse buyer. The presence of these characteristics to consumers, the company is expected to issue a marketing strategy to support the company. However, consumers impulse buying associated with post-purchase financial problems, feeling the hearts of consumers, and social disapproval.

Consumer needs effect on lifestyles or lifestyle. According to Levy et al. (1998), how to spend time and money is used by the majority of consumers to make purchases in excess, one of which is driven by stimuli attractive deals offered by the retail business entrepreneur.

That is why the consumer needs vary widely so as to have an influence on the change in patterns and lifestyles or lifestyle (Alfisyahrin et al., 2018). One of these facilities are large supermarkets in the city, namely Giant Tidar Magelang Magelang is located in the city center. Giant Tidar Magelang provides goods accessories, fruits, vegetables, cosmetics to household appliances at affordable prices. It is of course also will increase the desire of visitors to make a purchase especially Giant Tidar Magelang always on sale without limitation in increasing the volume of product sales so as to influence the buyers in their purchasing decisions planned or not.

**Table 1.** Average Sales and Visitors

No.	Month	Number of visitors	percentage Fluctuations
1.	January	66.179 people	-
2.	February	54.380 people	-17.83%
3.	March	56.700 people	4.44%
4.	April	55.850 people	-1.66%
5.	May	57.500 people	2,81%
6.	June	73.900 people	28.10%
7.	July	54.950 people	-25.80%
8.	August	62.396 people	13.33%
9.	September	60.482 people	-2.97%
10.	October	57.314 people	-5.14%
11.	November	57.277 people	-0.67%
12.	December	56.466 people	-1.42%

Source: Giant Tidar Magelang, 2018

See the phenomenon of sales data and survey results indicate that there is a gap phenomenon is a mismatch fact with theory. The results of the initial survey conducted by researchers as much as 31 respondents said that consumers who do impulse buying less as compared to consumers who do not do impulse buying at Giant Tidar Magelang. Based on the above problems, the

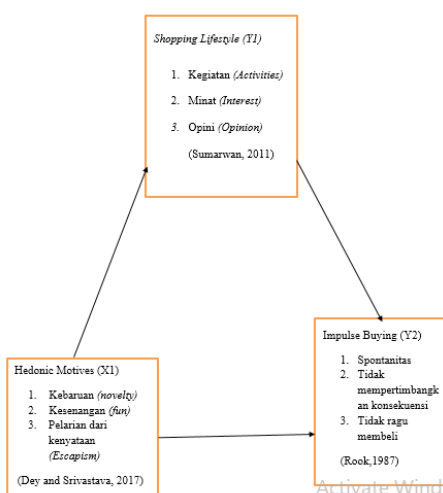
authors are interested in doing research with the title of “Influence Motivation Shopping Hedonis against Impulse Buying through Shopping Lifestyle”.

### hypothesis development

The hypothesis of this study are as follows:

H1 : There are influence *hedonic motives* on impulse buying

H2 : There are influence *hedonic motives* on impulse buying through a shopping lifestyle



Source: Various journals, was developed for the study (2018)

**Figure 1.** Mindset

## METHOD

This study uses a quantitative approach. According to Sugiyono (2010), the quantitative research method can be interpreted as a method of research that is based on the philosophy of positivism, is used to examine the population or a particular sample, sampling technique is generally done at random, data collection using research instruments, analysis of quantitative data / statistics with the aim to test the hypothesis that has been set.

The method used is survey method. The design study is a quantitative description and analysis of the data using statistical procedures with SPSS statistics 22.

## RESULTS AND DISCUSSION

### Descriptive statistics Based on Gender

Identification of Giant Tidar Magelang consumer respondents through gender can be seen in Table 2 below:

**Table 2.** Description of Gender Consumers

Gender	Frequency	Percentage
Man	36	31.3%
Woman	79	68.7%
Total	115	100%

Sources: Primary data is processed, 2018

Based on table 4.1 above, it can be seen that the respondents to the type of women predominate in this study, because it amounted to 79 (68.7%) while respondents gender boys who participated in this study amounted to 36 (31.3%). It can be concluded that female consumers are the most consumers shop at Giant Tidar Magelang.

### Respondents Based Work

Based on research data obtained from questionnaires obtained data on customer job as respondent can seen in the following table :

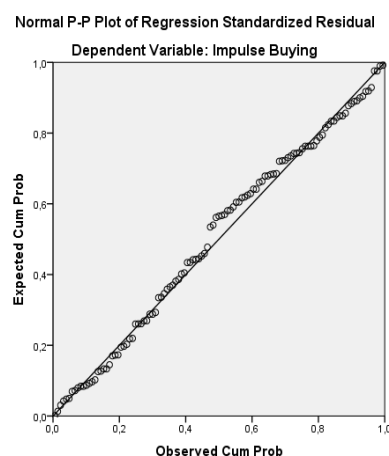
**Table 3.** Job Description of Respondents

Work	Frequency	Percentage
Government employees	11	9.6%
Private employees	26	22.6%
entrepreneur	48	41.7%
Student / Student	21	18.3%
more	9	7.8%
total	115	100%

Sources: Primary data is processed, 2018

### Classic assumption test

#### Normality test



Sources: Primary data are processed, 2018  
**Figure 2.** Normality Test Results with Plot

**Normality Test Results with the Kolmogorov-Smirnov (KS)**

## One-Sample Kolmogorov-Smirnov Test

			<b>Residual unstandardized</b>
N			115
Normal Parameters a, b	Mean		.0000000
	Std. deviation		3.19305527
Most Extreme Differences	Absolute		.075
	Positive		.036
	Negative		-.075
Test Statistic			.075
Asymp. Sig. (2-tailed)			.152C

a. Test distribution is Normal.

b. Calculated from data.

c. Significance Lilliefors Correction.

Source: Primary Data Processed, 2018

## Test Results Multicollinearity

## Coefficientsa

<b>Model</b>	<b>Coefficients unstandardized</b>		<b>standardized Coefficients</b>	<b>T</b>	<b>Sig.</b>	<b>collinearity Statistics</b>	
	<b>B</b>	<b>Std. Error</b>	<b>beta</b>			<b>tolerance</b>	<b>VIF</b>
1 (Constant)	6.621	1.904		3.478	.001		
hedonic Motives	.433	.077	.492	5.652	.000	.674	1.483
Shopping Lifestyle	.202	.075	.235	2.700	.008	.674	1.483

a. Dependent Variable: Impulse Buying

Source: Primary Data Processed, 2018

**autocorrelation test**

## Model Summaryb

<b>Model</b>	<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>	<b>Durbin-Watson</b>
1	.655a	.429	.419	3.22144	2.228

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

b. Dependent Variable: Impulse Buying

Source: Primary Data Processed, 2018

**test Heteroskedasticity**

Heteroscedasticity test aims to test whether the regression model occurred similarity variance of the residuals of the other observations.

4:19 According to the table above, the partial test results can be explained as follows:

## Test Results Heteroskedasticity

## Coefficientsa

<b>Model</b>	<b>Coefficients unstandardized</b>		<b>standardized Coefficients</b>	<b>t</b>	<b>Sig.</b>
	<b>B</b>	<b>Std. Error</b>	<b>beta</b>		
1 (Constant)	2,341	1,098		2.131	,035
hedonic Motives	.019	,044	.050	,435	,664
Shopping Lifestyle	-,006	,043	-,015	-,129	,897

a. Dependent Variable: RES2

Source: Primary Data Processed, 2018

Motives hedonic variables obtained t value of 5.652 and t table can result in 0.1816 then  $5.652 > 0.1816$  with 0.000 significance value  $< 0.05$  was significantly marked. In other words hedonic motives influence on impulse buying. Then H2 stating that hedonic motives influence on impulse buying is received.

**Partial Test Results Table 4:19 (t test)****Coefficientsa**

Model	Coefficients unstandardized		standardized	t	Sig.
	B	Std. Error	Coefficients beta		
1 (Constant)	6.621	1,904		3.478	.001
hedonic Motives	,433	,077	,492	5.652	,000
Shopping Lifestyle	,202	,075	,235	2,700	,008

Dependent Variable: Impulse Buying

Source: Primary Data Processed, 2018

Shopping lifestyle variables obtained t value of 2.700 and t table can result in 0.1816 then  $2.700 > 0.1816$  with a significance value of 0.008  $< 0.05$  significantly marked. In other words, a lifestyle shopping influence on impulse buying. Then H3 stating that affect the lifestyle shopping impulse buying is received.

Path Analysis Path (Path Analysis)  
Hedonic Shopping Motives Influence on Lifestyle (Model 1)

The path coefficients of each variable can be viewed in the following table:

**Table 4:17 Model 1 R Square****Model Summary**

Model R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,571a	,326	,320

a. Predictors: (Constant), hedonic motives

Sources: Primary data is processed, 2018

**Table 4. Models 1 Hedonic Motives Influence on Lifestyle Shopping****Coefficientsa**

Model	Coefficients unstandardized		standardized	T	Sig.
	B	Std. Error	Coefficients beta		
1 (Constant)	6.621	1,904		3.478	.001
hedonic motives	,433	,077	,492	5.652	,000
shopping lifestyle	,202	,075	,235	2,700	,008

a. Dependent Variable: impulse buying

Sources: Primary data is processed, 2018

**Coefficientsa**

Model	Coefficients unstandardized		standardized	t	Sig.
	B	Std. Error	Coefficients beta		
1 (Constant)	17.126	1,777		9.638	,000
hedonic motives	,586	,079	,571	7.390	,000

a. Dependent Variable: shopping lifestyle

Sources: Primary data is processed, 2018

**Influence Hedonic Shopping Motives and Lifestyle against Impulse Buying (Model 2)****Table 4:19 Model 2 R Square****Model Summary**

Model R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,655a	,429	,419

a. Predictors: (Constant), shopping lifestyle, hedonic motives

Sources: Primary data is processed, 2018

**Table 4:20 Hedonic Model 2 Influence of the Impulse Buying Motives through Lifestyle Shopping****Hypothesis Testing Phase**

The results show the influence of hedonic shopping motives to the lifestyle indicated  $\beta_1$  is equal to 0.571.

The results show the influence of hedonic motives to impulse buying indicated  $\beta_2$  is equal to 0.429.

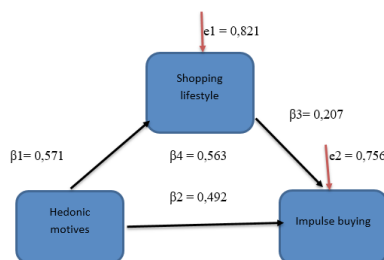
The results show the influence of lifestyle shopping on impulse buying indicated  $\beta_3$  is equal to 0.235.

The indirect effect of hedonic variables motives to impulse buying through lifestyle shopping can be determined by multiplication of the path coefficient ( $\beta_1$ ) and ( $\beta_3$ ) is  $0.571 \times 0.235 = 0.134$ .

The total effect of the coefficient of hedonic motives to impulse buying using path analysis is by summing the direct effect and the indirect effect, namely  $0.429 + 0.134 = 0.563$ .



Based on calculations have been done, then the structural framework of the overall path analysis is as follows:



**Figure 4.3** Overall Path Analysis Model

Based on figure 4.3, it can be summarized path coefficient value of direct and indirect influence of hedonic motives to impulse buying through a shopping lifestyle as follows:

- The direct effect of hedonic shopping motives to the lifestyle represented by  $\beta_1$  is equal to 0.571.
- The direct effect of hedonic motives to impulse buying is represented by  $\beta_2$  is equal to 0.492.
- The direct effect of the impulse buying shopping lifestyle represented by  $\beta_3$  is equal to 0.207.
- The indirect effect of hedonic motives to impulse buying through lifestyle shopping can be determined by the result of multiplying  $\beta_1 \times \beta_3$  is  $0.571 \times 0.235 = 0.134$ .

## Discussion

This section includes the results of the problems and answering hypothetical predetermined. The following discussion of the hypothesis in this study:

### Hedonic influence on Impulse Buying Motives

Based on the results of research conducted, proved that hedonic motives significant impact on impulse buying. This can be evidenced in the results of the partial significance test (t-test) 4:19 table that sig. Calculate hedonic motives smaller 0,000 0.05. That is, that hedonic motives significant impact on impulse buying.

Hedonic motives influence on impulse buying can also be proved by looking at the value of the index in the variable hedonic motives with an average value of 56% and including the criteria for being. This means that the efforts of the Giant Tidar Magelang to improve hedonic shopping motivation at every customer is less than optimal because of the lack of adequate facilities at the Giant Tidar Magelang namely novelty atmosphere, places and public facilities are inadequate, or mosque example a seat for a brief rest. This resulted in an interest to do impulse buying at lower

consumers, because consumers no motivation to perform hedonic shopping at Giant Tidar Magelang. This is evidenced by the value of the index in the variable impulse buying with an average of 57.6%, which is the criteria for being.

### Hedonic influence on Impulse Buying Motives through Lifestyle Shopping

These results indicate that lifestyle successfully mediates hedonic shopping motives to impulse buying. Results are obtained by comparing the direct and indirect effect on the calculation that the direct effect of 0.492 and the indirect effect of 0.626, meaning that the value of the indirect effect is greater than the direct effect. So that indirectly hedonic shopping motives through lifestyle has significance to impulse buying.

Giant Tidar Magelang ability to provide satisfactory services and massive promotion that will make consumers increased hedonic motives on the rise, will affect impulse buying. But with the additional influence of a variety of products available and a convenient store atmosphere that makes consumer lifestyle increases, it will make impulse buying higher compared with only their massive promotion. This is evidenced by the results of the t-test show that directly influence the value of the variable hedonic motives to impulse buying of 0.492, while its indirect effect mediated by shopping lifestyle of greater value be 0.626.

## Conclusions and suggestions

Based on the analysis of data that has been described in previous chapters, it can be concluded the following results:

- Hedonic motives have a direct influence in a positive and significant impact on impulse buying at the supermarket Giant Tidar Magelang. This illustrates that the higher hedonic consumer motives Giant Tidar Magelang then the higher the consumer impulse buying owned Giant Tidar Magelang.
- The test results showed that the intervening variable turns Lifestyle Shopping variable (Y1) as a partial intervening variable because without the direct influence of these variables Motives hedonic variables (X) on the Impulse Buying (Y2) was significant. But by going through the intervening variable hedonic shopping motives lifestyle will increasingly significant impact on impulse buying. This is evidenced by the ratio between direct and indirect influence between variable hedonic motives to impulse buying. Results showed indirect effect greater than the direct effect, then indirectly hedonic shopping motives through significant lifestyle have to impulse buying in the supermarket Giant Tidar Magelang.

## 5.2. Suggestion

Based on the results and discussion of this research it can be given suggestions as follows:

### 1. For Companies

a. The results of this study indicate that hedonic motives have a direct influence positive and significant impact on impulse buying, it is expected that management can maintain and improve the hedonic motives which created the Giant supermarket Tidar Magelang to affect consumer appeal so that consumers feel comfortable to get around inside the store and create impulse buying as much as possible.

b. The results also show that there is the indirect effect of hedonic motives to impulse buying mediated by shopping lifestyle at the Giant supermarket Tidar Magelang, it is desirable for the management of the company to maintain and improve the things that will make consumers want always to do an impulse buying.

## REFERENCES

- Ahan and Wahyono.2017. Effect of Service Quality, Customer and Relationship marketing value in building customer satisfaction through the image of the Company as an intervening variable. Vol.4. number 1
- Alfisyahrin, D., Suharyono, S., & Priambada, S. (2018). PENGARUH HEDONIC MOTIVES TERHADAP SHOPPING LIFESTYLE DAN IMPULSE BUYING (Survei Pada Konsumen Produk Fashion Matahari Department Store Malang Town Square). *Jurnal Administrasi Bisnis*, 60(1).
- Ariffatah, H. (2015). *PENGARUH RELATIONSHIP MARKETING, PERCEIVED SERVICE QUALITY DAN CORPORATE SOCIAL RESPONSIBILITY TERHADAP CORPORATE IMAGE PT PHINTRACO SEKURITAS KANTOR CABANG SEMARANG* (Doctoral dissertation, UNIVERSITAS NEGERI SEMARANG).
- Engel, James F., Et al., 1996. Customer Behavior. (Seventh ed). Orlando, Florida: The Dryden Press.
- Fatchur, Rohman (2009). The role of hedonic value Consumption and Impulsive Reaction As Situational Factors Mediating Influence Buying Decision Against Impulsive in the Boutique Malang. *Application Management Journal*, Vol. 7.
- Ferdinand, Augusty. 2014. Research Methods in Management. Semarang. Publisher Agency Diponegoro University.
- Farida, Naili.2014. Satisfaction with Satisfaction Analysis Model. *Journal of Management Dynamics*. Vol.1. No. 1
- Ghozali, Imam. 2011. Applications Multivariate Analysis With SPSS Program. Semarang: Diponegoro University Publishers Agency.
- Hawkin., Et al., 2000. Customer Behavior. Copy Right by Mc. Grow Hill Companies, Inc.
- In'am, M. Fatkhul., Et al., 2016. Analysis of Factors Influencing Purchase Against Impulsive. *Journal of Business Administration*, Vol.36.
- Kotler and Keller. 2009. Marketing Management. Volume I. Edition 13. Jakarta: Erland.
- Levy, M., Weitz, B. A., & Grewal, D. (1998). *Retailing management*. New York: Irwin/McGraw-Hill.
- Liyundira, L., & Slamet, A. (2017). Faktor-faktor yang Mempengaruhi Kepuasan Konsumen di Rocket Chicken Purbalingga. *Management Analysis Journal*, 6(3), 297-309.
- Ma'ruf, H. (2006). Retail Marketing, Jakarta: PT. Gramedia Pustaka Utama.
- Mowen, John C. and Michael Minor, 2001, Consumer Behavior, Erland, Jakarta.
- Muslichati, Z. Ela, Sri Wartini. 2015. Effect of Quality of Service and Customer Service Innovation to the satisfaction of the Fruit of the Sacred Heart Hospital. *Management of Journal Analysis*. Vol.4. No. 4. P.342
- Nindyakirana, Rani H and Maftukhah, Ida. (2016). Building a Positive Emotions through Sales Promotion and Its Impact on the Environment Shops Impulse Buying. *Management Analysis Journal*.
- Nuryatno, Julius Jatmiko.2012. Quality of Service and Positive Word of Mouth. *Journal of Management of dynamics*. Vol. 3 No. 2 p.149.
- Notoatmodjo, S. 2007. Health Promotion and Behavioral Sciences. Jakarta: Rineka Reserved.
- Permana, V. 2013. Made Through Improved Customer Satisfaction and Quality of Service Quality Peoduk. Vol.4. No. 2
- Purnomo Hery and Riani, Post. 2018. Analysis of Defective Product Control with Four Methods of Quality Control (4QC) Tools: A Case Study PT. Bisi International Tbk. *Academica*. Vol. 16. No 1.
- Rifa'i, Achmad and Anni, Chatarina Tri. 2009, Psychology of education. Semarang Unnes Press.
- Sakitri et al., Strategies Used Indonesian Businessmen for Communication via Email inGlobal Trade Era.Asian EFL Journal.
- Sopiah and Syihabudhin. 2008. Retail Business Management. Issue 1. Yogyakarta: Andi Offset.
- Sugiyono. 2010. Quantitative Approach Educational Research Methods, Qualitative and R & D. Bandung: Alfabeta.
- Sugiyono. 2015. Education Research Methods (Quantitative Approach, Qualitative and R & D). Publisher CV. Alfabeta: Bandung.
- Sumarwan, Ujang, Consumer Behavior: Theory and Practice in Marketing, Publisher Ghalia Indonesia, Bogor, 2011
- Susanta. 2007. Magazine Marketing / SPECIAL EDITION / II. Jakarta.
- Tatik Suryani. 2008. On the Implications of Consumer Behavior Marketing Strategy. Yogyakarta: Graha Science
- Tirmizi, M. A., Rehman, K. U., & Saif, M. I. (2009). An empirical study of consumer impulse buying behavior in local markets. *European Journal of Scientific Research*, 28(4), 522-532.