

**THE EFFECT OF HEDONIC SHOPPING MOTIVATION ON IMPULSE  
PURCHASE OF FASHION PRODUCTS IN PANDEMIC TIMES**  
(Case Study on Generation Z Consumers of several e-Commerce in Bandung)

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**ABSTRACT**

The Covid-19 pandemic has made online shopping transactions experience a very rapid increase. The existence of several e-commerce and digital service options makes it very easy for many people to fulfill their needs, one of which is fashion. But for some people this convenience makes consumers to be hedonistic and impulsive in shopping.

The purpose of this study was to find out how the hedonic shopping motivation, impulse buying, generation Z consumers in the city of Bandung and their influence. This research is descriptive and verification. The unit of analysis is several e-commerce in the city of Bandung (Tokopedia, Shopee, Bukalapak, Lazada and Bilibi).

The unit of observation in this study is Generation Z consumers who have shopped online in the city of Bandung. A minimum sample of 100 people, data collection techniques using online questionnaires and interviews. The results of statistical tests state that Hedonic Shopping Motivation has a significant effect on impulse buying.

*Keyword: Hedonic Shopping Motivation, Impulsive Purchase, e-Commerce, Generation Z, Pandemic*

**INTRODUCTION**

Internet users in Indonesia in early 2021 reached 202.6 million people. This number increased by 15.5% or 27 million people when compared to January 2020. The total population of Indonesia today is 274.9 million people. This means that internet penetration in Indonesia in early 2021 will reach 73.7% (digital report 2021, Galuh Riyanto). Of the various types of electronic devices, smartphones are the most popular devices. Internet users in Indonesia range in age from 16 to 64 years, 98.3% have a mobile phone. It is recorded that 96.4% or 195.3 million Indonesians access the internet through their mobile phones. Then Internet users in Indonesia spend an average of 8 hours 52 minutes surfing the Internet.

Indonesia is reported to be in first place as a country with internet users who like to shop through e-commerce or online shopping in 2020. Indonesia's position is followed by the UK (85.5%), Thailand (83.6%), Malaysia (82.5%). %) and Germany (81.6%) (marketing report, digital 2021).

Then according to the report "Big Data Review 2020 on the impact of Covid 19" by the Central Statistics Agency (BPS), online sales in Indonesia in February - July 2020 increased sharply compared to sales in January 2020.

Online sales in Indonesia jumped 320% in March 2020, and 480% in April 2020, when compared to the sales period at the beginning of the year. According to the consumer survey agency Nielsen, 30% of consumers plan to shop online more often since the Covid-19 pandemic broke out (Risna, 2020).

Some of the reasons consumers choose online shopping are because consumers can access catalogs/goods that are sold and bought within 24 hours without a time limit, it is easier to compare prices from one store to another, consumers can save time and costs as well as a very wide product range (goods from abroad and domestic).

According to the Covid-19 pandemic, online shopping transactions have increased dramatically. This makes e-commerce companies in the country reap a lot of profit. The most visited e-commerce by consumers are as follows:

**Table 1. 5 Most Visited e-commerce in Indonesia**

No.	e-commerce	Total Traffic Share	Number of monthly visits
1	Tokopedia	32.04%	129.1 million
2	Shopee	29.78%	120 million
3	Bukalapak	8.23%	30.58 million
4	Lazada	7.11%	28.66 million
5	Blibli	4.22%	16.99 million

Source : Similiar Web, Wednesday 24/02/2021.

The existence of various e-commerce and digital payment options has made it easier for many people to meet their needs during this Covid-19 pandemic. But for some people, this convenience makes consumers become impulsive in shopping.

Fashion is one of the products that is never left behind in the development of an increasingly modern industry. A person is easily recognizable from the fashion he wears because it can reflect and express his identity and social status. Involvement in fashion is closely related to personal characteristics, especially in women and the younger generation. High involvement in fashion makes it easy for consumers to make impulse purchases of fashion products. This is because consumers want to look fashionable and want to look attractive (Noveni, 2020).

Impulsive buying is one of the habits that many shoppers have, who are easily influenced when opening an online shop site, and trying to own the product, so they do various ways so that their desire can be fulfilled without thinking. Sloping product prices make some people willing to hunt and spend money, not infrequently consumers buy products that are not really needed, just because the price is cheap.

Research conducted in America in 2020, to 2,000 respondents, both conducted by Slick deals and One Poll, found that during the Covid 19 pandemic, it had a fairly strong effect on people's habits of spending money. Interestingly, this study shows that online shopping can help improve mood in these difficult times. According to survey results, 72% of people admitted to shopping online impulsively during this pandemic. They also feel the positive influence of online shopping with their mood, during the lockdown period (Yasinta Rahmawati, 2020).

Hedonic shopping motives are experienced by many teenagers today because of environmental influences. Especially the Z generation, namely the generation that born between 1995-2010 who are familiar with technology before the previous generation. The main reason Generation Z shop online is because it is time and money efficient. This generation pays attention to information, aesthetics, ease of use, security and privacy in using a site (Ayuni, 2019).

With a marketing strategy using attractive promotions and very many discounts, it makes consumers, especially Generation Z, buy things that are not needed because they feel happy and satisfied if they get products at low prices (Miftah, 2021). In this case, the consumer must be smart and wise in using the sophistication of existing technology, so as not to become a hedonistic consumer. The purpose of this study was to determine the Hedonic Shopping Motivation, Impulsive Purchases and their influence on Generation Z consumers in the city of Bandung.

## 1.3 LITERATURE REVIEW

### Hedonic Shopping Motivation

Hedonic shopping motivation is someone's motivation in shopping to get a pleasure and feel shopping is an interesting thing. Hedonic motivation tries to fulfill self-satisfaction, pleasure, fantasy, social and emotional satisfaction (Wahab, et. all, 2018).

There are 6 categories of Hedonic Shopping Motivation according to Utami (2017) and Feray Adiquzel (2018) including:

- 1) Adventure Shopping  
Consumers shop because there is something that can arouse their shopping passion, feel that shopping is an experience and by shopping they feel they have a world of their own.
- 2) Social Shopping  
Consumers assume that shopping pleasure is created when spending time with family or friends. Shopping is an activity to socialize between consumers or employees.
- 3) Gratification Shopping  
Shopping is an alternative to deal with stress, overcome a bad mood, and as something special to try and as a means to forget the problems at hand.

- 4) Idea Shopping  
Consumers shop to keep up with new fashion trends and to see new products and innovations. Usually consumers shop because they see new advertisements offered in the mass media.
- 5) Role Shopping  
Consumers like to shop for others more than for themselves. Consumers feel that shopping for others is more enjoyable than shopping for themselves.
- 6) Value Shopping  
Consumers assume that shopping is a game, namely when bargaining prices, or when consumers are looking for places that offer discounts, sales or cheap shopping places.

#### Impulsive Purchase

Impulsive buying is a sudden desire to purchase a product without planning or prior purchase intention without going through a lot of consideration and tends to use emotions in decision making (Paramita, et al, 2014). Impulsive buying is not based on needs but rather an interest in an item (Arifianti, 2010).

According to Japariato and Sugiharto (2011), purchasing indicators Impulsivity, including:

- 1) Spontaneity: when there is a special offer, consumers tend to shop a lot.
- 2) Strengths, compulsions and intensity: when shopping online, consumers tend to shop without thinking first.
- 3) Excitement and stimulation: consumers tend to be obsessed with spending the money they have on products sold online.
- 4) Indifference to the consequences:  
Consumers tend to buy products even though they don't really need them.

When consumers shop for fun and look for new things, after getting what they want they immediately buy without thinking about the consequences. Unplanned and sudden purchases are used to relieve stress and change the mood for the better (Sutrisno and Novita, 2015). Consumers are happier when shopping with many discounts and promotions provided by the seller; and will further encourage consumers to make impulse purchases (Pasaribu and Dewi, 2015)

Hedonic shopping motivation has the meaning of consumer shopping activities to create pleasure and satisfaction in oneself and can have an impact on Impulsive Purchases, namely the desire to buy suddenly and without planning. When consumers see something that catches their attention on a website, consumers will immediately buy the product without thinking and not thinking about the consequences after buying (Anastasia, 2018).

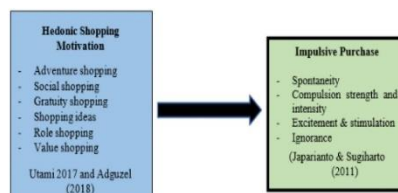


Figure 1. Framework

## HYPOTHESIS

Based on the framework described above, the following hypotheses can be formulated:

"Hedonic Shopping Motivation has a significant effect on Impulsive Purchases in Generation Z Consumers in the city of Bandung"

## RESEARCH METHODOLOGY

This research is descriptive and verification. The unit of analysis in this study is several e-commerce in the city of Bandung, including: Tokopedia, Shopee, Bukalapak, Lazada and Blibli. With the criteria of e-Commerce, it is the most visited e-Commerce in the city of Bandung. The sampling technique used is purposive sampling

The unit of observation in this study is the consumer of generation Z (aged around 17-25 years) who have shopped online in the city of Bandung. The minimum sample is 100 people. Data collection techniques using online questionnaires and interviews. Analysis tool using Simple Regression with SPSS version program. 2.2.0 Windows.

## ANALYSIS RESULTS AND DISCUSSION

### Validity and Reliability Test

Validity test was measured using Pearson Product Moment. The questions for the Hedonic Shopping Motivation variable consist of 6 (six) questions, and for the impulsive variable there are 4 (four) questions. The calculation results show  $r_{count} > r_{table}$  at a significant level of 0.05 with an  $r_{table}$  value of 0.361, thus all questions are valid. The results of the reliability calculation using Cronbach Alpha, stated that the Hedonic Shopping Motivation was 0.894 and the Impulsive Purchase variable was 0.713. This value is greater than the  $r_{table}$  of 0.60 (Sujaweni, 2015). So it can be concluded that the instrument used in this research questionnaire is reliable.

### Descriptive Analysis

Descriptive analysis through frequency distribution can provide information relative and cumulative to the object of research.

**Table. 2 Hedonic Shopping Motivation Assessment**

No.	Statement	%	Annotation
1	Shopping online can arouse my curiosity and curiosity about fashion products	60%	Agree
2	I'm always excited when I shop online	56%	Agree
3	I shop online with friends or family	42%	Agree
4	I shop online to improve my mood or relieve boredom	54%	Agree
5	I always make time to shop online	48%	Agree
6	I shop online to keep up with the latest trends and fashions.	46%	Agree

From the descriptive analysis, it can be seen that online shopping can increase Hedonic Shopping Motivation of consumers in the city of Bandung. This can be seen from the ranking of respondents' answers who expressed their agreement that online shopping can arouse consumer curiosity and curiosity about fashion products and make consumers excited when shopping. By shopping online can improve the mood and saturation of consumers. This makes consumers always take the time to shop online to follow the latest trends and fashions with friends or family.

**Table 3. Impulsive Buying Appraisal**

No.	Statement	%	Annotation
1	I tend to shop in bulk when there are special offers in online stores	46%	Quite agree
2	When shopping online, I tend to shop without thinking first	40%	Quite agree
3	I tend to be obsessed with spending the money I have on fashion that is sold online	35%	Quite agree
4	I tend to buy fashion online even though I don't really need it	30%	Quite agree

From respondents' answers, online shopping is enough to encourage Impulsive Purchases of consumers in the city of Bandung. This can be seen from the ratings of respondents who stated that they quite agree to shop in large quantities when there are special offers and without thinking first. Consumers are quite obsessed with spending their money on fashion and buying fashion online even though they don't need it.

#### Simple Regression Analysis

Simple regression model with dependent variable (Y) namely Impulsive Purchase and independent variable (X) Hedonic Shopping Motivation, are:

$$Y = 0.942 + 0.764X + e$$

**Table 4. Simple Linear Regression Table Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients	
	B	Std. Error
1 (Constant)	.942	.232
Shopping Motivation Hedonic	.764	.071

a. Dependent Variable : Impulsive Purchase.

12 From the table above shows the regression equation  $Y = 0.942 + 0.764X + e$ . The constant ( $\alpha$ ) of 0.942 gives an understanding that if the Hedonic Shopping Motivation does not change or is equal to 0 (zero), then the amount of Impulsive Purchase is 0.942. If the value of B which is the regression coefficient of Hedonic Shopping Motivation is 0.764, it means that it has a positive influence on Impulsive Purchases. If the Hedonic Shopping Motivation variable increases by one unit, then the Impulsive Purchase will increase by 0.764 units assuming other variables are fixed or constant.

#### Hypothesis t

Tab 5. t Test Table Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficient	t	Sig.
	B	Std. error	Beta		
1 (Constant)	.942	.232		4.074	.000
Shopping Motivation hedonic	.764	.071	.740	10,865	.000

a. Dependent Variable: Impulsive Purchase

The results of the partial test analysis (t test) on the Hedonic Shopping Motivation variable (X) obtained the  $t_{count}$  of 10,865 while the  $t_{table}$  number was obtained at 9,985. Because the value of  $t_{count}$  is greater than  $t_{table}$  and the significance is  $0.000 < 0.05$ , then  $H_0$  is rejected and  $H_a$  is accepted, meaning that Hedonic Shopping Motivation has a significant effect on Impulsive Purchases.

#### Coefficient of Determination

Table 6. Coefficient of Determination Table ( $R^2$ ) Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.740a	.547	.543	.41912

a. Predictors: (Constant), Hedonic Shopping Motivation

13 The table above shows that the value (R) generated is 0.740, meaning that it has a strong relationship. The value of R Square ( $R^2$ ) is 0.547 or 54.7%, meaning that the influence of the Hedonic Shopping Motivation variable on Impulsive Purchases is 54.7% and the remaining 45.3% is influenced by other variables.

## DISCUSSION

1. From the descriptive analysis of Hedonic Shopping Motivation, it can be seen that online shopping can increase the Hedonic Shopping Motivation of consumers in the city of Bandung. This can be used as input for e-commerce entrepreneurs to always pay attention and be able to meet consumer needs for self-satisfaction, pleasure, fantasy, social and emotional.
2. From the respondents' answers about Impulsive Purchases, it is known that online shopping is enough to encourage Impulsive Purchases of consumers in the city of Bandung. To avoid Impulsive Buying, consumers are advised to rethink things before buying. Will the fashion we buy be used continuously or not, or buy fashion just because it's cheap or not. Ways to suppress Impulsive Buying include:
  - Unfollow shopping accounts on social media accounts
  - List of all shopping needs
  - Ask yourself whether you need it or not
3. Statistical test results show that Hedonic Shopping Motivation has a significant effect on Impulsive Purchases. This is in line with research conducted by Wahab et.al. (2018), which states that Hedonic Shopping Motivation has a significant effect on Impulsive Purchases and, Park et.al (2013) which states that Impulsive Purchases often occur due to Hedonic Shopping Motivation.

## CONCLUSIONS AND RECOMMEDATION

### Conclusion

Based on the research conducted by the author through statistical data analysis from distributed questionnaires and interviews, the following conclusions can be drawn:

1. From the descriptive analysis of Hedonic Shopping Motivation, it can be seen that online shopping can increase the Hedonic Shopping Motivation of consumers in the city of Bandung. This can be seen from the ranking of respondents' answers who expressed their agreement that online shopping can arouse consumer curiosity and curiosity about fashion products and make consumers excited when shopping. By shopping online can improve the mood and saturation of consumers. This makes consumers always take the time to shop online to follow the latest trends and fashions with friends or family.
2. From the respondents' answers about Impulsive Purchases, online shopping is enough to encourage Impulsive Purchases of consumers in the city of Bandung. This can be seen from the ratings of respondents who stated that they quite agree to shop in large quantities when there are special offers and without thinking first. Consumers are quite obsessed with spending their money on fashion and buying fashion online even though they don't need it.
3. The results of statistical tests show that there is an effect of Hedonic Shopping Motivation on Impulsive Purchases in Generation Z consumers of 54.7%.

### Recommendation

Researchers try to put forward some suggestions to be used as input for e-Commerce entrepreneurs in the city of Bandung as follows:

1. E-commerce entrepreneurs should pay more attention and always try to be able to meet consumer needs for self-satisfaction, pleasure, fantasy, social and emotional.
2. To avoid Impulsive Purchases, consumers are advised to rethink everything before buying and be able to control themselves to avoid buying unnecessary products. Here are ways to suppress Impulsive Buying, including:
  - Unfollow shopping accounts on social media accounts
  - List of all shopping needs
  - Ask yourself whether you need it or not

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