

The Effect of Hedonic Shopping Motivation, Shopping Lifestyle, and Fashion Involvement on Impulse Buying on Zalora Customers in Medan City

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Abstract

The purpose of this study was to analyze the direct effect of Hedonic Shopping Motivation, Shopping Lifestyle and Fashion Involvement on Impulse Buying. The population of this research is Zalora's customers in Medan city. With an unknown population, Bernoulli's formula is used and the number of samples is 60 respondents by purposive sampling. The data was obtained by using a google form questionnaire. The data analysis method used is associative statistical analysis and Partial Least Square (SEM-PLS) 3.0 analysis. Data collection techniques using a Google form questionnaire. The results showed that the Hedonic Shopping Motivation had a significant effect on Impulse Buying variable Shopping Lifestyle had a significant effect on Impulse Buying variable Fashion Involvement had a significant effect on Impulse Buying.

Keywords

hedonic shopping motivation; shopping lifestyle; fashion involvement; impulse buying



I. Introduction

Along with the times and increasingly modern technology, people's activities have changed, one of which is in terms of people's buying behavior. With the advent of internet-based technology it has become a part of life. Many businessmen in Indonesia use the internet as a place for buying and selling transactions. Business transactions using the internet (online) another term is E-Commerce.

E-commerce itself has become a business trend in Indonesia, especially in big cities in Indonesia. One of the successful e-commerce businesses in Indonesia is Zalora. Zalora is the largest fashion e-commerce site in Southeast Asia. Zalora Indonesia was founded in 2012 and is the fastest growing online fashion retailer in Asia. Zalora Indonesia created the zalora.co.id website for consumers to access and view the products offered as well as all complete information about Zalora Indonesia. Zalora has become an e-commerce especially in the fashion sector, which includes existing among the public because Zalora provides a lot of ease of transactions, reliable delivery, and new product offerings from consumers that can influence consumer purchases that are more hedonic. Most consumer transaction products are fashion products, such as: clothing, cosmetics, accessories, shoes, etc. Most women from Medan, especially the middle class, choose Zalora products because they have good quality and branded products and low prices.

Zalora is mostly used by users in Medan, it is correlated with fashion products. The current phenomenon, the relatively cheap price of models that are even the same as well-

known brands, are more likely to be the choice of women, especially those with middle and lower economies. Through internet media, this condition can definitely make it easier for consumers to find their needs by not forgetting to always compare the prices of each supplier that offers Suprihartini products in (Arda & Adriany, 2019).

Someone will feel proud if they can enter into what is becoming a general trend, because it means that they are fashionable or modern because they always follow developments. This has the potential for shopping or impulse buying online. One of the behaviors of consumers in Indonesia is not having a shopping plan (impulsive buying). According to Sultan in (Rahmawati, 2018), impulse buying is a strong urge to buy something immediately that is more emotional than rational. If business people in Zalora can read what factors can affect impulse buying and make the right strategy, it will make impulsive buying a means to increase business sales in Zalora.

According to (Arifin & Sunarti, 2014), marketing innovations in the post-industrial world have made it easier for consumers to make impulse purchases. The emergence of shopping channels such as the internet has made products and services more accessible to impulsive shoppers. Such as, ease of access to products, ease of purchase, and ease of delivery.

Interest in shopping lifestyle in society, especially women, the most prominent is fashion products. Fashion can assert one's identity to the social environment. According to Moth (2012), "Increased consumer behavior online can also increase the tendency for unplanned purchases online". Consumers will not care and think in advance to have the product they want, this will make it very easy for them to order products through Zalora. By only using the data/wifi network, these consumers can access Zalora on smartphones and can see various products on the application anytime and anywhere. At first, you just have to look around, but in the end you will be interested in a product so that there is an unplanned purchase (impulse buying). Consumer purchases that are impulse buying can be based on changes in shopping lifestyle (shopping lifestyle) and (fashion involvement).

The effect of impulse buying in this study is internal factors which include impulse buying tendencies, psychological conditions and normative evaluations. While external factors for female students include marketing stimuli, shopping environment, and web stores. Imlana in (Arda & Adriany, 2019). Often consumers experience impulse buying when driven by a hedonic desire (Hedonic shopping motivation) or other reasons other than economic reasons, such as pleasure, social or emotional influences. Because they think that when shopping is a pleasure in itself when what they need is fulfilled even though they don't see the benefits of the product, in the sense that someone has their own satisfaction with a product they've bought so when they see other items with the same product they become interested. to buy it even though it didn't have a plan from the start.

When people find a product that is difficult to find in a store, they will buy the product even though they didn't plan to. The shopping environment is a factor that can lead to other consumer behavior, namely hedonic nature. The hedonic nature of consumers who tend to buy without prioritizing shopping priorities according to their needs.

Hedonic shopping motivation is the behavior of individuals who do excessive shopping activities to fulfill their own satisfaction (Kosyu, Hidayat, & Y, 2014). The reason a person has a hedonic nature include many needs that cannot be met before, then after the needs are met, new needs emerge and sometimes these needs are higher than before. Hedonic motives will be created by someone's passion for shopping who is easily influenced by the latest models and shopping becomes a person's lifestyle to meet daily needs (Kosyu, Hidayat, & Y, 2014).

Today's consumers are smarter in choosing online shopping that is trusted, safe, and gives a feeling of satisfaction when making shopping transactions. Hedonic desire experienced by a consumer when making a purchase. The increasing number of offers and the number of local and foreign products at Zalora's online store is expected to encourage consumers to make shopping transactions. According to (Pradiningtyas, 2019), the use or selection of online-based shopping by consumers can be determined by buying behavior . Many things can change people's habits in shopping transactions such as lifestyle shopping, fashion involvement, hedonic shopping motivation, or impulse buying and others. According to Priansa in Nusjirwan (2020) "Implementation of communication activities to customers within the company is carried out formally, however, currently there are also companies that practice their communication activities to consumers in an informed manner so that they can explore in-depth information from customers". Regarding the background, this research considers the customer value as an important element for an industry, both in service and manufacture. Moreover, the maximum customer value can be made only if positive influence of marketing and individual environment association does exist (Kusumadewi, 2019). The quality of products that are in great demand by consumers can be seen from several factors including packaging, price, quality, and benefits obtained by consumers (Romdonny, 2019). Purchase decisions made can be planned, and can also be unplanned purchases (impulsive buying) due to the stimulation of the shopping environment or other external factors.

Shopping at Zalora at this time will become a hedonic shopping motivation that is liked by customers because they think that shopping will cause a feeling of pleasure, happiness, and can fill their time with shopping and with various offers offered by Zalora.

Based on the background of choosing consumer behavior in buying a product at Zalora in this study because it is very complex. Shopping lifestyle or shopping lifestyle has an effect on someone's interest in a product so that it can lead to hedonic behavior which will later affect or result in an unplanned purchase and Zalora is one of the E-Commerce that is quite sold or in demand by the public, and is experiencing intense competition. stricter than e-commerce start-up companies.

II. Review of Literature

2.1 Review Impulse Buying

Impulse buying is defined as "a purchase decision made by the customer spontaneously or immediately after seeing the goods being sold" (Utami CW, 2006). Earl and Kemp in (Gunadhi & Japariato, 2015), that impulse buying is an act of purchase that is carried out without any prior planning, and all purchase actions are carried out outside the shopping list.

2.2 Hedonic Shopping Motivation

Hedonic shopping motives are psychological needs such as satisfaction, prestige, emotion, and other subjective feelings. This need often arises to meet social and aesthetic demands and is also called emotional motive (Setiadi, 2003). Shopping activities that are based on desires come from individuals or motivations. This hedonic nature appears when someone is browsing the marketplace.

2.3 Shopping Lifestyle

According to (Levy, 2009), *shopping lifestyle* is a lifestyle that refers to how people live, how they spend their time, money, buying activities, their attitudes and opinions about the world in which they live. *Shopping lifestyle* is a consumption pattern that reflects their choices about how to spend time and money.

2.4 Fashion Involvement

Fashion involvement refers to the extent to which a person explores a number of concepts related to fashion, including awareness, knowledge, interest, and reaction. Involvement is a motivational state of interest or interest generated by a particular stimulus or situation, and displayed through the nature of the drive the O'cass in (Park, 2005). it can be concluded that *fashion involvement* is the involvement of a person with a clothing product because of the needs, interests, interests and values of the product.

2.5 Hypothesis

Based on the formulation of the problem, literature review and conceptual framework, temporary hypotheses can be drawn from this study, namely:

1. *Hedonic Shopping Motivation* has a significant effect on *Impulse Buying*
2. *Shopping Lifestyle* has a significant effect on *Impulse Buying*
3. *Fashion Involvement* has a significant effect on *Impulse Buying*
4. *Hedonic Shopping Motivation, Shopping Lifestyle* and *Fashion Involvement* has a significant effect on *Impulse Buying*

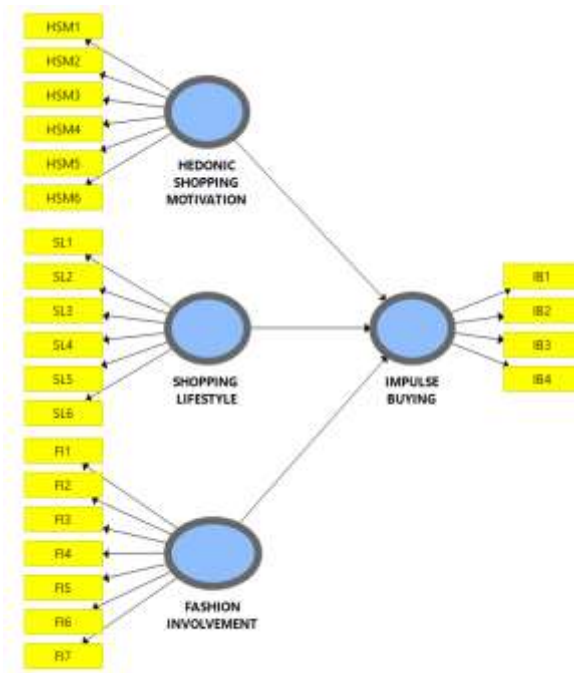


Figure 1. PLS SEM Model Specifications

III. Research Method

The type of research used in this study is the associative approach used because it uses two or more variables and the aim is to determine the effect between variables. This type of research used a quantitative approach. The goal is to test hypotheses or answer questions related to the subject under study. The population in this study were Zalora customers in the city of Medan, with the number of samples. 60 people.

IV. Results and Discussion

4.1 Results

In this study, the authors processed questionnaire data in the form of data consisting of 6 statements of Hedonic Shopping Motivation (X1), 6 statements for the Shopping Lifestyle variable (X2), 7 statements for the Fashion Involvement variable (X3) and 4 statements for the Impulse variable. Buying (Y). The questionnaire distributed was given to 60 Zalora customers in Medan City as research sample respondents using a Likert scale in the form of a google form consisting of 5 (five) statement options and research weights as follows:

Table 1. Likert Scale Assessment

Answer Options	Value
Strongly Agree	5
Agree	4
Neutral	3
Disagree	2
Strongly Disagree	1

Source: (Sugiono, 2016)

The data in the tables below show the identity of the respondents consisting of gender, age, and education.

Table 2. Respondent Identity Data Identity

Sub	Identity	Frequency	Presentation
1. Age	1) Male	10	83.3
	2) Female	50	16.7
	TOTAL	60	100
2. 21	1) 15 – 20 years	10	16.7
	2) – 30 years	48	80
	3) 31 – 45 years	1	1.7
	4) 46 – 50 years	1	1.7
	TOTAL	60	100
3. Last Education	1) SMP/SMA	43	71.7
	2) D1/D2/D3	2	3.3
	3) S1	13	21.7
	4) S2	2	3.3
	TOTAL	60	100
4. Occupation	1) Civil	1	1.7
	2) servant Private employee	3	5
	3) Entrepreneur	1	1.7
	4) Student/Students	49	81.7
	5) Other	6	10
	TOTAL	60	100

Source: Researcher Questionnaire 2022

a. Construct Reliability

Statistics used in composite reliability or construct reliability are composite reliability values > 6.0 indicating the construct has high reliability or reliability. height as a measuring

tool. The limit value > 0.6 means it is acceptable and above 0.8 and 0.9 means it is very satisfying. (Bagozzi & Yi, 1988).

Table 3. Results

	0.944
<i>Hedonic Shopping Motivation</i>	construct 0.942
<i>Shopping Lifestyle</i>	0.937
<i>Fashion Involvement</i>	0.918
<i>Impulse Buying</i>	construct

Source: Research Results, 2022 (processed data)

Result: Composite reliability > 0.7 means that all constructs are reliable.

b. Average Variance Extracted (AVE)

Average Variance Extracted (AVE) describes the amount of *variance* that can be explained by items compared to the variance caused by measurement error. The standard is that if the AVE value is > 0.5 , it can be said that the construct has good convergent validity. This means that the latent variable can explain the average of more than half the variance of the indicators.

Table 4. Average Variance Extracted (AVE)

	<i>Average Variance Extracted (AVE)</i>
<i>Hedonic Shopping Motivation</i>	0.698
<i>Shopping Lifestyle</i>	0.714
<i>Fashion Involvement</i>	0.737
<i>Impulse Buying</i>	0.740

Source: Research Results, 2022 (processed data)

Result: *Average Variance Extracted* (AVE) > 0.5 means that all AVE has been reliable.

c. Discriminant Validity

The definition *discriminant validity* is the extent to which a construct is completely different from other constructs (a construct is unique) (Juliandi, 2018). The best new measurement criteria is to look at the Heretroit Monotrait Ratio (HTMT) value. If the value of HTMT < 0.90 then a construct has good discriminant validity according to Jörg Henseler Christian; M. Ringle; Marko Sarsted (Juliandi, 2018).

Table 5. Discriminant Validity

	<i>Discriminant Validity</i>			
	<i>Hedonic Shopping Motivation</i>	<i>Shopping Lifestyle</i>	<i>Fashion Involvement</i>	<i>Impulse Buying</i>
<i>Hedonic Shopping Motivation</i>			0.813	
<i>Shopping Lifestyle</i>	0.836		0.524	0.756
<i>Fashion Involvement</i>				
<i>Impulse Buying</i>	0.883		0.774	

Source: Research Results, 2022 (processed data)

Conclusion of the Heretroit-Monotrait Ratio (HTMT) test are as follows:

- 1) Variable *Hedonic Shopping Motivation* on *Shopping Lifestyle* has a Heretroit-Monotrait Ratio value of $0.836 < 0.90$, meaning that the discriminant validity is good, or completely different from other constructs (the construct is unique).
- 2) variable *Hedonic Shopping Motivation* on *Impulse Buying* has a Heretroit-Monotrait Ratio value of $0.883 < 0.90$, meaning that the discriminant validity is good, or completely different from other constructs (the construct is unique).
- 3) variable *Fashion Involvement* against *Impulse Buying* has a Heretroit-Monotrait Ratio value of $0.774 < 0.90$, meaning that the discriminant validity is good, or completely different from other constructs (the construct is unique).
- 4) variable *Fashion Involvement* on *Shopping Lifestyle* has a Heretroit-Monotrait Ratio value of $0.524 < 0.90$, meaning that the discriminant validity is good, or completely different from other constructs (the construct is unique).
- 5) variable *Fashion Involvement* on *Hedonic Shopping Motivation* has a Heretroit-Monotrait Ratio value of $0.813 < 0.90$, meaning that the discriminant validity is good, or completely different from other constructs (the construct is unique).
- 6) variable *Impulse Buying* on *Shopping Lifestyle* has a Heretroit-Monotrait Ratio value of $0.756 < 0.90$, meaning that the discriminant validity is good, or completely different from other constructs (the construct is unique).

Table 6. The Results of Testing the Effect

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>
<i>Hedonic Shopping Motivation > Impulse Buying</i>	0.409	0.409	0.165	2,479	0.007
<i>Lifestyle > Impulse Buying</i>	0.240	0.241	0.119	2,029	0.022
<i>Fashion Involvement > Impulse Buying</i>	0.278	0.282	0.125	2,234	0.013

Source: Research Results, 2022 (processed data)

Conclusion the explanation of the results of the direct influence test is as follows:

1. The path *Hedonic Shopping Motivation* on *Impulse Buying*
On the path that shows the effect of hedonic shopping motivation on impulse buying, obtained a very significant p value (0.007) with a T statistic of 2.479 and a positive path coefficient of 0.409, because the p value < 0.05 ; T statistic > 1.96 and the path coefficient is positive, it can be concluded that hedonic shopping motivation and significant effect on impulse buying, this means that the higher the hedonic shopping motivation, the higher the impulse buying. has positivelow impulse buying.
2. Path *Shopping Lifestyle* on *Impulse Buying*
In the path that shows the effect of hedonic shopping lifestyle on impulse buying, the p value is very significant (0.022) with a T statistic of 2.029 and a positive path coefficient of 0.240, because the p value < 0.05 ; T statistic > 1.96 and the path coefficient is positive, it can be concluded that shopping lifestyle and significant effect on impulse buyingthis means that the higher the shopping lifestyle, the higher the impulse, has positive buying.

3. Path *Fashion Involvement* to *Impulse Buying*

In the path that shows the influence of fashion involvement on impulse buying, the p value is very significant (0.013) with a T statistic of 2.234 and a positive path coefficient of 0.278, because the p value <0.05; T statistic > 1.96 and the path coefficient is positive, it can be concluded that fashion involvement has a significant effect on impulse buying. This means that the higher the fashion involvement, the higher the impulse buying.

4.2 Discussion

The analysis of the results of this study is an analysis of the suitability of theories, opinions, and previous research that has been stated by the results of previous studies and the behavior patterns that must be carried out to overcome this. The following are three (3) main sections that will be discussed in the analysis of the findings of this study. Based on the results of the PLS SEM analysis, the following are the results of the research hypotheses:

Table 7. The Results of PLS SEM Analysis

No	Hypothesis	Hedonic	Conclusions
1.	<i>Shopping Motivation</i> has a significant effect on <i>Impulse Buying</i>	Koef Path = 0.278; T Statistics = 2,234; p value = 0.013	Accepted
2.	<i>Shopping Lifestyle</i> has a significant effect on <i>Impulse Buying</i>	Koef Path = 0.409; T Statistics = 2,479; p value = 0.007	Accepted
3.	<i>Fashion Involvement</i> has a significant effect on <i>Impulse Buying</i>	Koef Path = 0.240; T Statistics = 2,029; p value = 0.022	Accepted

Source: Research Results, 2022 (processed data)

The explanation of the summary of the results of the hypothesis testing above is as follows:

1. Hypothesis 1

Hypothesis 1 in this study states that fashion involvement has a significant effect on impulse buying. The results of the analysis in this study indicate that on the path that shows the influence of fashion involvement on impulse buying, a p value of 0.013 is obtained with a T statistic of 2.234 with a positive path coefficient of 0.278, because the p value < 0.05 and T statistic > 1,65 it is concluded that fashion involvement has a positive and significant effect on impulse buying. This means that the higher the fashion involvement, the higher the impulse buying. An increase in fashion involvement can significantly increase impulse buying, while a decrease in fashion involvement will have an impact on a decrease in impulse buying. This supports hypothesis 1 in this study so that **hypothesis 1 is accepted.**

2. Hypothesis 2

Hypothesis 2 in this study states that hedonic shopping motivation has a significant effect on impulse buying. The results of the analysis in this study indicate that on the path that shows the effect of hedonic shopping motivation on impulse buying, a p value of 0.007 is obtained with a T statistic of 2.479 with a positive path coefficient of 0.409, because the p value <0.05 and T statistic > 1,65 it is concluded that hedonic shopping motivation has a positive and significant effect on impulse buying. This means that the higher the hedonic shopping motivation, the higher the impulse

buying. An increase in hedonic shopping motivation can significantly increase impulse buying, while a decrease in hedonic shopping motivation will have an impact on a decrease in impulse buying. This supports hypothesis 2 in this study so that **hypothesis 2 is accepted.**

3. Hypothesis 3

Hypothesis 3 in this study states that shopping lifestyle has a significant effect on Impulse Buying. The results of the analysis in this study indicate that on the path that shows the influence of shopping lifestyle on impulse buying, a p value of 0.022 is obtained with a T statistic of 2.029 with a positive path coefficient of 0.240, because the p value < 0.05 and T statistic > 1,65 it is concluded that shopping lifestyle has a positive and significant effect on impulse buying. This means that the higher the shopping lifestyle, the higher the impulse buying. A significant increase in shopping lifestyle can increase impulse buying, while a decrease in shopping lifestyle will result in a decrease in impulse buying. This supports hypothesis 3 in this study so that **hypothesis 3 is accepted.**

V. Conclusion

Based on data analysis and discussion of the effect of hedonic shopping motivation, shopping lifestyle and fashion involvement on impulse buying for Zalora customers in Medan city with the analytical method used, namely linear regression, it can be concluded as follows:

1. Hedonic shopping motivation has a significant effect on impulse buying to Zalora customers in the city of Medan.
2. Shopping lifestyle has a significant effect on impulse buying for Zalora customers in Medan.
4. Fashion Involvement has a significant effect on impulse buying for Zalora customers in Medan
5. . Hedonic Shopping Motivation, Shopping Lifestyle and Fashion Involvement have a significant effect on impulse buying for Zalora customers in Medan city.

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