

Effect of Shopping Lifestyle, Hedonic Shopping On Impulse Buying Behaviour Community Middle Class on Online Shopping

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Abstract: *This study aims to determine the influence of shopping lifestyle, hedonic shopping toward the impulse buying behavior of middle-class society on online shopping together and partial and to determine the dominant variable affecting impulse buying behavior of middle-class society. Independent variable used in this research is shopping lifestyle (X1), hedonic shopping (X2) and dependent variable in this research is impulse buying behavior in online shopping (Y). Population used in this research is middle-class society. The sample used has a total of 100 people, using Random Sampling. This study uses a quantitative approach. Data were analyzed using multiple linear regression analysis. The results show that impulse buying behavior of middle-class society on online shopping is significantly influenced by shopping lifestyle, hedonic shopping.*

Keywords: *shopping lifestyle, hedonic shopping, impulse buying behavior, middle-class society and online shopping.*

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I. Introduction

There are currently about 74 million middle and upper-class consumers in Indonesia, and this number will double by 2020, about 141 million people. During that period, about 8 million of the 9 million people will enter the middle class every year (Rastogi et al., 2013). A study by Birdsall, Graham & Pettinato (2000), defines the middle class using a relative approach based on income between 75% and 125% of the median income per capita of the community. Banerjee & Duflo (2008) using an absolute approach, the middle class is individuals with per capita expenditure per day US \$ 2 - US \$ 10. While the middle class according to the Asian Development Bank (ADB, 2010) also uses an absolute approach based on consumption expenditures ranging from US \$ 2 - US \$ 20 per capita per day.

The population of Indonesia today reaches 262 million people. More than 50 percent or approximately 143 million people have connected internet network throughout 2017, Utilization is not only to communicate but also to buy goods, order transportation, to do business and work (Bohang, 2018). The growth of Indonesian internet users bring a new lifestyle in the middle-class society because of the influence of ease in accessing the internet. One such change in terms of shopping activity through online shopping. Online shopping activity where all payments including sales and purchases of all kinds of goods and services is done using computer technology and electronic communication media, a process that allows people to use technology web-based to make commercial transactions easier (Ozkisi and Topaloglu, 2016). Internet users can choose any goods or services they like through the internet. Thanks to the convenience offered by the internet, they can search any item in a matter of seconds and they can compare the price and quality of goods easily. This new trend is considered more convenient and faster than shopping conventionally. Buyers and sellers can trade without the need for face-to-face meetings. Buyers do not have to bother wasting their time outdoors while shopping. Instead, the seller can get a much wider market reach than before. The internet simplifies business and is very profitable for buyers and sellers.

Shopping lifestyle is a lifestyle that refers to how one lives, how they spend their time, money, purchasing activities, their attitudes and opinions about the world in which they live (Levy, 2009: 131). How to spend time and money is used by some consumers to make purchases in excess, one of which is driven by stimulus-stimulus interesting offers that exist in sites selling and buying online. The number of products offered with varying quality and price makes some people hedon and motivated to make unplanned purchases. When consumers access the Internet and just open online trading sites, such as bukalapak, lazada, blibli and other similar sites, many factors can make them make unplanned purchases or impulse buying.

In addition to being influenced by the lifestyle of a person in shopping (shopping lifestyle), impulse buying is also influenced by the pattern of hedonic consumption. A study by Arnold & Reynold in 2003 (cited in Hirschman & Holbrook, 1982) defines hedonic shopping as hedonic consumption has been defined as aspects

of behavior related to multisensor, fantasy, and emotive aspects of consumption. In this case, producers as product providers try to make various efforts in marketing their products such as promotions to attract consumers to make a purchase.

The results of the Mittal, Chawla & Sondhi research of 2016 (cited in Rook, 1987, Engel and Blackwell, 1982; Rook and Gardener, 1993; Beatty and Ferrell, 1998; Dholakia, 2000) have considered impulse buying behavior as a buying act when consumers experience a boost suddenly, often strong and persistent to buy something immediately, where there is no need or prior intention to buy a particular brand or even the previous product category.

From the background of the formulation of the problem taken is: Are shopping lifestyle and hedonic shopping both partially and simultaneously influence the impulse buying behavior of middle-class society on online shopping?

II. Literature Review

1. Shopping Lifestyle

Shopping lifestyle refers to a consumption pattern that reflects a person's choice of how to spend time and money. In the economic sense, lifestyle shopping shows the way one chooses to allocate income both in terms of the allocation of funds for various products and services, as well as certain alternatives in different categories (Zablocki and Kanter, 1976, p 269-297). Cobb and Hoyer (1986) suggested that to know the relationship of shopping lifestyle to impulse buying behavior is to use indicator: respond to buy each advertisement bids about various products in online site, buy the latest product when view it in online site, brand purchased product have quality best, confident that the best-known brand (product category) is best bought in terms of quality, sure there are other brands (product categories) of the same quality as purchased. Based on several definitions above, it can be concluded that shopping lifestyle is a habit of someone in allocating money and time for a personal pleasure.

2. Hedonic Shopping Value

According to Arnold and Reynolds (2003) hedonic motivation is a purchasing activity driven by sensory, imaginary and emotional behavior that makes the pleasure and enjoyment of matter as the ultimate goal of life. They also classify hedonic motivations into six categories:

1) Adventure shopping

Adventure shopping leads to adventure purchases.

2) Social shopping

The motivation of this purchase leads to an atmosphere of togetherness of consumers, friends, or other visitors.

3) Gratification shopping

Certain feelings, such as the pleasure of having a presentation, or the pressure of being in trouble. distro.

4) Idea shopping

Leads to a person's motivation to get to know the latest trends, fashion, and innovations at the time.

5) Role shopping

Motivated to make purchases for others.

6) Value shopping

Leads to the motivation of purchases because an item is in a discount or promotion program.

3. Impulse Buying

Impulse Buying is defined as a "buying act previously not recognized consciously as a result of a consideration or purchase intention formed before entering the store" (Mowen, 2008: 10). According to Strack, (2005) Impulse buying is defined as "a sudden and immediate purchase with no prior interest in interest".

Impulsive purchases can be said to be sudden, forceful, persistent, and unplanned enthusiasm to buy something directly, without paying much attention to the consequences. Most impulsive products are new products, for example: unexpectedly cheap products. Several kinds of customer goods come from impulse buying, the most frequently reported items being clothing, jewelry or accessories that are close to self and supportive of performance (Park 2005).

According to research Japariato (2011: 34), indicators used to measure impulsive purchases, namely:

1. Spontaneity: This purchase is not expected and motivates consumers to buy now, often in response to direct visual stimulation on the spot.

2. Strength, compulsion, and intensity: There may be a motivation to set aside all others and act in an instant.

3. Enthusiasm and stimulation: The sudden urge to buy is often accompanied by emotions that are characterized as "exciting," "thrilling," or "wild."

4. Indifference to the consequences: The urge to buy can be so hard to resist that the negative consequences are ignored.

III. Hypotheses

- H1: Shopping lifestyle partially significant effect on impulse buying behavior of middle-class society in online shopping
 H2: hedonic shopping partially significant effect on impulse buying behavior of middle-class society in online shopping
 H3: Shopping lifestyle and hedonic shopping significantly influence the impulse buying behavior of middle-class society in online shopping

IV. Research Methods

This study uses quantitative approaches research approach by using data in the form of numbers and analyzed using statistics. The reason researchers use quantitative approach is the data to be analyzed in this study in the form of numbers that are objective, measurable, rational, and systematic.

Method or technique of data collection used in this research is to spread questioner to respondent that is middle-class society that shop online taken as sample. The data used in this study is the primary data of questionnaire results.

In this research has been determined 2 variables, namely:

a. Dependent Variable

The dependent variable is the variable that is affected or the result, because of the independent variables. In this study the dependent variable is Impulse buying behavior (variable Y).

b. Independent Variable

The independent variable is the variable that influences or causes the change or the incidence of dependent variable.

As independent variable in this research is shopping lifestyle (X1) and hedonic shopping (X2).

The population in this study is the middle-class community that online shopping. The number of samples in this study was determined 100 respondents. Statistical analysis used in this study using statistical test software Statistic Product and Service Solution (SPSS) version 23.

Multiple Linear Regression Analysis Test

a. Multiple Linear Regression Analysis

$$Y = b_0 + \beta_1 X_1 + \beta_2 X_2 + e$$

Information:

b_0 = Constants

β_1 = Regression coefficient for x_1

β_2 = Regression coefficient for x_2

e = Standard error

Y = Impulse Behavior Buying Behavior

X1 = Shopping Lifestyle

X2 = Hedonic Shopping

b. F-test

F test is used to know the significance of the effect simultaneously the independent variable to the dependent variable in the research mindset. Testing with f test is used to know together variables of brand and fashion involvement influence impulse buying behavior.

c. t-test

The t-test is used to find out the partial significance of the independent variable to the dependent variable in accordance with the research mindset. T-test with t-test is used to find out how far each variable of brand and fashion involvement influence impulse buying behaviour.

V. Research Result And Discussion

Coefficient of Determination

Determination Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.858 ^a	.736	.730	2.3523

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

The output of SPSS model summary shows the adjusted R2 of 0.730, this means that 73% variation Impulse Buying Behavior can be explained by the variation of both independent variable Shopping Lifestyle and Hedonic Shopping, while the rest (100% -73% = 27%) explained by reason - because the others are outside the

model. The standard error of estimate (SEE) of 2,352, is a small SEE value so it is considered this regression model is appropriate in predicting the dependent variable.

F-Test

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1494.638	2	747.319	135.060	.000 ^b
	Residual	536.722	97	5.533		
	Total	2031.360	99			

a. Dependent Variable: Impulse Buying Behavior

b. Predictors: (Constant), Hedonic Shopping, Shopping Lifestyle

ANOVA or F test table obtained the value of F arithmetic equal to 135.060 with probability 0.000. Because probability is smaller than 0.05, it can be concluded that the regression coefficient of Shopping Lifestyle and Hedonic Shopping simultaneously influence to impulse buying behaviour.

T-test

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.117	.944		2.242	.027
	Shopping Lifestyle	.415	.102	.450	4.066	.000
	Hedonic Shopping	.440	.112	.435	3.930	.000

a. Dependent Variable: Impulse Buying Behavior

The partial test of the influence of shopping lifestyle variable to impulse buying obtained significant level of shopping lifestyle variable equal to $0,000 < a = 0,050$ (level of significance), then H0 is rejected and H1 accepted. Thus the influence of shopping lifestyle variable to impulse buying behaviour of middle-class society in online shopping is significant.

The partial test of the influence of hedonic shopping variable on impulse buying is obtained by the significant level of hedonic shopping variable by $0,000 < a = 0,050$ (level of significance), then H0 is rejected and H1 accepted. Thus the influence of hedonic shopping variable on impulse buying behaviour of middle-class society in online shopping is significant.

VI. Conclusion

Based on the result of the discussion about shopping lifestyle, fashion involvement towards impulse buying behaviour, it can be concluded several things:

- a) Shopping lifestyle significantly influence the impulse buying behaviour of middle-class society in online shopping
- b) Hedonic Shopping significantly influence the impulse buying behaviour of middle-class society in online shopping
- c) Shopping lifestyle and Hedonic Shopping simultaneously affect the impulse buying behaviour of middle-class society in online shopping.

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