

Analysis of Hedonic Shopping Motivation on Impulse Buying Effect of Millennial Generations in Jakarta

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ABSTRACT

This research raised the issue of consumer behavior in Millennial Generations. The purpose of this research was to determine the effect of hedonic shopping motivation on impulse buying with situational factors in the form of money availability, time availability and task definition. The research method used is a quantitative research method with a method of collecting data using a questionnaire. The sampling technique was done by nonprobability sampling technique with the quota sampling method, that is the millennial consumers in Plaza Indonesia Shopping Center and Grand Indonesia Shopping Town. The results of this research indicate that the hedonic shopping motivation has a significant effect on impulse buying. And situational factors such as money availability, time availability and task definition also influence the relationship between hedonic shopping motivation towards impulse buying.

Keywords

Consumer Behavior, Millennial Generations, Hedonic Shopping Motivation, Impulse Buying.

1. INTRODUCTION

Hedonic shopping motivation is a shopping motivation based on pleasure. Babin, Darden, and Griffin (1994) revealed that hedonic shopping motivation is considered as an entertainment and emotional perceived through shopping. This happens when consumers feel their own happiness from shopping. Shopping activities become a person's

lifestyle in everyday life. A lifestyle like this often makes a person has a tendency to hedonism.

Impulse buying is a decision to buy a product or service that is initiated by attraction because of a stimulus. Buying decisions occur suddenly and immediately before making a purchase. In this study, the author also chose Millennial Generation as the object of research. The research conducted by Lissitsa and Kol (2016) reveals that Millennials (born between 1980-1999) are more oriented to using consumption to look for status as a means to show wealth of purchasing power. This generation tends to make purchases more often and more impulsively.

2. LITERATURE REVIEW

2.1 Hedonic Shopping Motivation, Novelty

Novelty is one of the motive in Hedonic Shopping. (Yu and Bastin, 2010). In this study, Chinese consumers are looking for new things, excitement and surprises during the shopping process, which come from experience with products and when shopping. Sit and Merilles (2005) suggest Novelty leads to activities to get new things. In the research conducted by Theddy and Japrianto (2015), it was found that Novelty influences Purchase Intention, which means that when the motivation of a product is valued by high consumers, consumers will have a perception that shopping will provide more benefits.

H1a: Novelty will has a positive effect on Impulse Buying of Millennial consumers

2.2 Hedonic Shopping Motivation, Praise from Others

Luo (2005) found that individual susceptibility to social influence positively influences impulsive behavior. In addition, Luo pointed out that when making impulsive purchases, customers consider praise from others (peers) as stimuli to show extemporaneity, thus making impulsive

purchases. Yu and Bastin (2010), in their study of Chinese consumers showed the importance of Praise from Others (praise from others) when making impulsive purchases.

H1b: Praise from Others will has a positive effect on Impulse Buying of Millennial consumers.

2.3 Hedonic Shopping Motivation, Fun

One of the basic hedonic motives identified as one of the reasons for impulsive purchases is Fun (seeking pleasure) because it is associated with giving consumers hedonic gratification (Ozer, 2012). Furthermore, Mc Cormick and Livett (2012) mention the pleasure factor when making purchases by young consumers. Park, Kim, Funches, and Foxx (2012) reported an element of fun among young people when shopping.

H1c: Fun will has a positive effect on Impulse Buying of Millennial consumers

2.4 Hedonic Shopping Motivation, Escapism

Escapism (avoiding unattractive facts) is one of the factors forming hedonic shopping motivation. According to Triantafyllidou and Siomkos (2014), Escapism is a factor that influences customer purchase intentions. Xu (2007) states that in the desire to escape negative emotions or boredom, an individual can be involved in impulsive purchases. By indulging in purchases impulsively, customers who experience a rich imagination about individual victory and social recognition (Darrat, Darrat, and Amyx, 2016). In addition, escape also affects the motivation of young consumers (Karim, Kumar, and Rahman, 2013). In a study conducted by Theddy and Japrianto (2005), Escapism affects Purchase Intention, which means that when Escapism's motivation is valued by high consumers, consumers will have a perception that shopping will provide more benefits.

H1d: Escapism will has a positive effect on Impulse Buying of Millennial consumers

2.5 Hedonic Shopping Motivation, Social Interaction

According to Yu and Bastin (2010), Impulse Buying occurred because of social interactions that can increase friendship and communication between individuals. Impulsive purchases are also related to social interactions involving store employees and other customers in stores in the retail environment (Mattila and Wirtz, 2008). In addition, social interactions are found to be important in influencing young buyers involved. (Ha and Stoel, 2012)

H1e: Social Interaction will has a positive effect on Impulse Buying of Millennial consumers

2.6 Money Availability

The purchasing power of individual customers is considered to be influenced by the availability of money (Foroughi, Buang, and Sadeghi, 2012). Therefore, this is considered as the key that supports the buying process impulsively (Beatty and Ferrell, 1998). Previous research has reported the relationship between Money Availability towards Impulse Buying and explains it with positive emotional feelings felt by customers because of the additional Money Availability. (Luo, 2005; Huang and Hsieh, 2011)

H2a: Money Availability will positively moderates the relationship between Hedonic Shopping Motivation towards Impulse Buying

2.7. Time Availability

Expenditures made by consumers are influenced by perceived Time Availability (Gehrt and Yan, 2004). The amount of time spent during shopping has been associated with Impulse Buying (Foroughi et al., 2012). Beatty and Ferrell (1998) revealed a positive relationship between Time Availability and the possibility of Impulse Buying by customers.

H2b: Time Availability will positively moderates the relationship between Hedonic Shopping Motivation towards Impulse Buying.

2.8. Task Definition

Circumstances when consumers in certain situations decide the purpose of purchase are referred to as Task Definition (Punj, 2011). In the context of Impulse Buying behavior, the Task Definition concept is very important because the purpose of purchasing affects customer avoidance activities (Gehrt and Yan, 2004). Customers who have identified a particular task think tend to not want to roam during shopping and consequently are less likely to make Impulse Buying decisions (Beatty and Ferrell, 1998)

H2c: Task Definition will negatively moderates the relationship between Hedonic Shopping Motivation towards Impulse Buying.

2.9. Impulse Buying

Impulse Buying is a decision to buy a product or service that is initiated by attraction because of a stimulus. Buying decisions occur suddenly and immediately before making a purchase. Hedonic Shopping Motivation produces pleasure emotions associated with Impulse Buying

(Babin et al., 1994). Mowen (2002) revealed that impulse buying is a purchasing activity carried out without prior shopping intentions. This purchase is done without considering the results of the purchase.

Impulse Buying often occurs in items that are unique and even today occur in goods that tend to be luxurious. Impulse Buying behavior of each person is different, depending on the individual's control of the Impulse Buying. Impulse Buying often occur when consumer knowledge of the goods to be purchased has a match with consumer.

2.10. Millennial Generations

Millennials are a generation born between 1977 - 2000 (Kotler and Armstrong, 2013). Millennials are considered the children of the Baby Boomers (born between 1946 - 1964). Valentine and Powers (2013) revealed that Millennials want special brands with characteristics that will function as a form of self-expression. Most of the items purchased are clothing, shoes, jewelry, sports equipment, entertainment, health and beauty equipment, and food. But millennial is not so loyal to the brand.

Research conducted by Lissitsa and Kol (2016) reveals that Millennials are more oriented to using consumption to seek status as a means of showing wealth and purchasing power. This generation tends to make purchases more often and more impulsively. The loyalty of this generation to a product is changing, changing rapidly due to the brand's fashion, trend, and popularity, and focusing more on style and quality than price. Ordun (2015) explained that millennial consumers are more aware of purchasing power and tend to spend money as fast as collecting it. This generation chooses and consumes products that help them define their identity. Millennials use knowledge of the latest trends, seller reputation, and product reputation.

3. RESEARCH FRAMEWORK

This study uses a quantitative descriptive research design, which analyzes the influence of several variables, such as independent variable which is Hedonic Shopping Motivation (Novelty, Praise from Others, Fun, Escapism, Social Interaction), the dependent variable (Impulse Buying), and moderating variables (Money Availability, Time Availability, and Task Definition).



Figure 1. Research Framework

4. CONCLUSION

This research is done to prove the hypothesis that the authors have explained before. The conclusions that can be taken based on the results and data analysis in this research are:

1. Hedonic Shopping Motivations (Novelty, Fun, Praise from Others, Escapism, and Social Interaction) have a positive effect on Impulse Buying in the millennial consumers of Plaza Indonesia Shopping Center and Grand Indonesia Shopping Towns.
2. Money Availability, Time Availability, and Task Definition positively moderate the relationship between Hedonic Shopping Motivation towards Impulse Buying.
3. From the results of the analysis, can be concluded that Novelty has a positive effect on Impulse Buying. Obtained t_{count} value 2.14 is greater than t_{table} 1.98. This states that the pleasure of new things has a significant effect on Impulse Buying of millennial consumers.
4. From the results of the analysis, can be concluded that praise from others has a significant positive effect on impulse buying. Obtained value of t_{count} 2.52 is greater than t_{table} 1.98. This states that praise from others will have a significant effect on Impulse Buying of millennial consumers.
5. From the results of the analysis, can be concluded that fun has a significant positive effect on impulse buying. Obtained value of t_{count} 2.22 is greater than t_{table} 1.98. This states that the pleasure felt when shopping, has a significant effect on Impulse Buying of the millennial consumers.
6. From the results of the analysis, can be concluded that escapism has a significant positive effect on impulse buying. Obtained value of t_{count} 2.03 is greater than t_{table} 1.98. This states that the desire to avoid unpleasant reality has a significant effect on Impulse Buying of millennial consumers.

7. From the results of the analysis, can be concluded that social interaction has a significant positive effect on impulse buying. Obtained value of $t_{count}2.32$ is greater than $t_{table} 1.98$. This states that shopping to be able to interact with others has a significant effect on Impulse Buying of millennial consumers.

The result of this research shows that the consumption pattern of millennial consumers based on the Hedonic Shopping Motivation is still high. This has a positive effect on Impulse Buying. Situational factors in the form of money availability and time availability are also calculated to influence Impulse Buying of millennial consumers.

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