

How Does Hedonic Shopping Value Affect Impulsive Buying? An Empirical Study on E-Commerce in Indonesia

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This research empirically examines the influence of hedonic shopping value on impulsive buying, with browsing and positive affect as the mediators. This research employs Partial Least Square (PLS) for analysing data. Data was gathered from online shop customers in Indonesia as the population of this research. The sample of this research are 200 Lazada.co.id visitors in Indonesia as the result of non-probability sampling using purposive sampling technique. Findings indicate that hedonic shopping value influences impulsive buying, both directly and indirectly, with browsing and positive affect as the mediators. This research suggests greater awareness regarding the importance of higher consumer hedonic shopping value, the importance of higher browsing activity, and consumers' positive affect when they shop online, in triggering impulsive buying.

Key words: *Hedonic Shopping Value, Browsing, Positive Affect, Impulsive Buying.*

Introduction

Technology-based trade is advancing rapidly, and Indonesia is the country with the highest e-commerce growth in the world. Shopping online allows consumers to engage in impulsive buying because they get a quick response to changes in shopping mood (Madhavaram & Laverie, 2004). Impulsive buying is closely related to hedonic shopping value, which is a reflection of the value received by consumers for the multisensory, fantasy, and social aspects of a shopping experience (Chih et al., 2012; Gültekin & Özer, 2012; Hausman, 2000 ; Jones et al., 2006; Kacen et al., 2012; Park et al., 2012). However, Darma and Japariato (2014) found that hedonic values do not have a significant direct effect on impulsive buying that

occurs due to the influence of other factors. The inconsistency of the previous research results is a research gap that will be assessed in the current research through a psychological framework. To examine the influence of hedonic shopping value on impulsive buying, the paradigm of Theory of Reasoned Action (TRA) and Technology Acceptance Model (TAM) are the basis of explanation. Based on the two paradigms, the current research added two variables as intervening in the relationship between hedonic values and impulsive purchases, namely browsing and positive affect. Beatty and Ferrel (1998) indicate that consumers who have been browsing will have positive feelings (positive affect, for example: happy and enthusiastic) so that they are motivated to make purchases impulsively.

This study aims to empirically examine the effect of hedonic shopping value on impulsive buying, and answer the research questions: (1) Does hedonic shopping value affect impulsive buying? (2) Does browsing and positive affect mediate the effect of hedonic shopping value on impulsive buying? To answer the research questions, this article is arranged in the following order: first, a conceptual background and hypothesis formation, followed by research methods, research results, discussion and conclusions.

Literature Review and Hypothesis Development

Impulsive Buying and Hedonic Shopping Value

Impulsive buying involves purchases that are sudden and direct without any prior intention to buy a product or to fulfil another purchase goal (Beatty & Ferrel, 1998). In online purchases, many consumers perceive that they spend too much money for this activity. However, because the purchase process does not feel like an activity that exacts a lot of money, consumers do not feel the risk of spending (Dittmar et al., 2004).

The trait of sudden purchasing makes impulsive buying closely related to the hedonic nature. Hedonic shopping value is a reflection of the value received by consumers of the multisensory, fantasy and social aspects of a working experience (Jones et al., 2006). Such reflection indicates a form of entertainment and escape from reality (Overby & Lee, 2006). There have been many studies to prove the importance of hedonic values in shopping at a store, but the hedonic value of shopping at an online store is considered as an important element (Hoffman & Novak, 1996). Previous research has shown that hedonic shopping value has a significant positive effect on impulsive buying (Chih et al., 2012; Gültekin & Özer, 2012; Hausman, 2000; Kacen et al., 2012; Park et al., 2012; Musnaini et al, 2017) Based on these thoughts, the following research hypothesis was made:

H1a: Hedonic shopping value positively influences impulsive buying.

Hedonic Shopping Value and Browsing

Browsing is a buyer's examination of products sold, which can be a recreational activity and/or for information seeking purposes without the intention to buy the products (Bloch & Richins, 1983). Adopting this understanding, the current research considers browsing as an activity where consumers check an e-commerce website or online shopping sites for entertainment and search for information about products available without the initial intention to buy. Some researchers have demonstrated the importance of understanding browsing because it can increase consumer enthusiasm in in-store shopping (Beatty & Ferrel, 1998) and also online (Reynolds et al., 2012). Kim and Eastin (2011) show that hedonic shopping value is an important factor for predicting experience and searching for information (browsing). The significant influence of hedonic shopping value on browsing has been found in many previous studies (Adi et al., 2017; Gültekin & Özer, 2012; Sukiwun et al., 2014). Based on these thoughts, the following research hypothesis was made:

H1b: Hedonic shopping value positively influences browsing.

Hedonic Shopping Value and Positive Affect

In a previous study aimed at making a measurement of affection, Watson et al. (1988) defined positive affection as the degree to which a person feels enthusiastic, active, and alert, where high positive affection involves a state of high energy, full of concentration, and associated with pleasure. Simply put, positive affection in this study can be defined as a positive feeling felt by consumers while shopping online. Hedonic consumers tend to immerse themselves in the shopping environment and enjoy happiness or pleasure during the process of hunting or searching for products (Chung, 2015). Previous research has shown that there is a significant effect of hedonic shopping value on positive affect (Chih et al., 2012; Chung, 2015). Based on these thoughts, the following research hypothesis was made:

H1c: Hedonic shopping value positively influences positive affect.

Hedonic Shopping Value, Browsing, and Impulsive buying

The Theory of Reasoned Action (TRA) paradigm by Fishbein and Ajzen (1980) shows that consumer behaviour is influenced by an interest in that behaviour. Based on the TRA paradigm, the current research assumes that the longer consumers browse at the online shopping sites they visit, the greater the consumer interest to buy. This encourages the consumer to buy products that they did not plan to. Previous research has shown a direct and significant relationship between hedonic shopping value and impulsive buying (Chih et al., 2012; Gültekin & Özer, 2012; Hausman, 2000; Kacen et al., 2012; Park et al., 2012). Other

previous studies also show a direct relationship between hedonic shopping value and browsing (Adi et al., 2017; Gültekin & Özer, 2012; Sukiwun et al., 2014) as well as a direct relationship between browsing and impulsive buying (Gültekin & Özer, 2012 ; Park & Lennon, 2006; Park et al., 2012). Based on these thoughts, the two conditions for forming the mediation hypothesis from Baron and Kenny (1986) have been fulfilled, so the following research hypotheses were formulated:

H2a: Browsing positively influences impulsive buying

H2b: Browsing mediates the positive influence of hedonic shopping value on impulsive buying

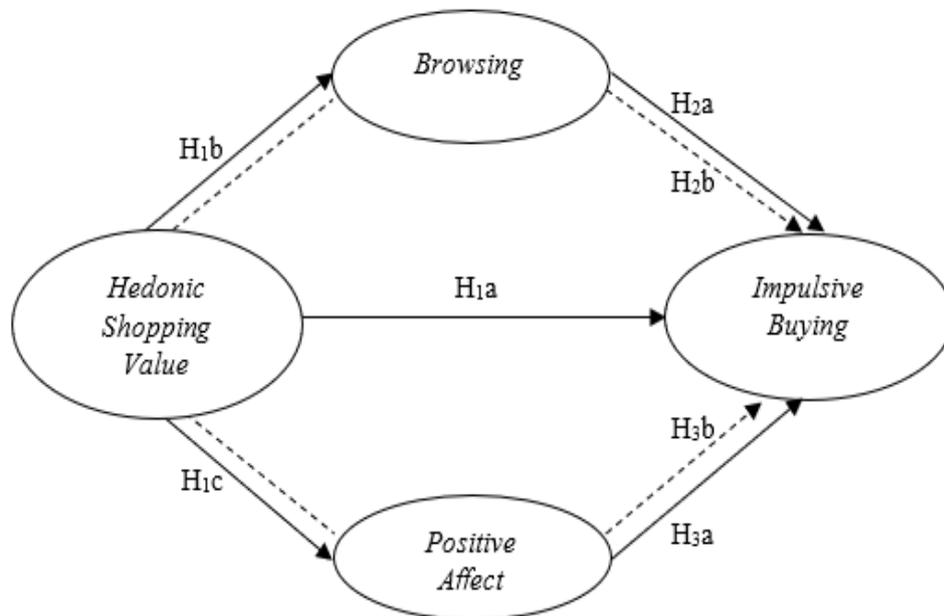
Hedonic Shopping Value, Positive Affect, and Impulsive Buying

When consumers with hedonic shopping value engage in browsing activities, their main goal of shopping is to achieve pleasure, happiness, fantasy, and enjoyment (Lee & Andereck, 2011). Previous research has shown a significant direct relationship between hedonic shopping value and impulsive buying as two observed variables (Chih et al., 2012; Gültekin & Özer, 2012; Hausman, 2000; Kacen et al., 2012; Park et al., 2012; Gunawan, 2018). Previous research has also shown a direct relationship between hedonic shopping value and positive affect (Chih et al., 2012; Chung, 2015), and also the direct relationship between positive affect and impulsive buying (Beatty & Ferrel, 1998; Chih et al., 2012; Suggestions et al., 2016). Based on these ideas, the two conditions of Baron and Kenny (1986) have been fulfilled, so the following research hypotheses are made:

H3a: Positive affect positively influences impulsive buying

H3b: Positive affect mediates the positive influence of hedonic shopping value on impulsive buying

Figure 1. Research Model



Research Methodology

The current research is an explanatory study to explain the relationship between the four variables in this study, using quantitative methods. This study uses a descriptive analysis approach to describe the characteristics of research variables and uses Partial Least Square (PLS) as an analysis tool. The measurement scale of each variable in this study was taken from previous studies (Beatty & Ferrel, 1998; Overby & Lee, 2006; Park et al., 2012), as shown in Table 1, which was adapted according to the conditions and situations research. Questionnaires containing statements of research items as research instruments were used to collect primary data through online surveys. All research items were measured with a 5-point Likert scale. The questionnaire was sent to 200 Lazada.co.id online shop customers as an online shopping site with the greatest number of visitors in Indonesia. The sampling technique used is non-probability sampling with a purposive sampling method.

Result

Respondents in the current research are 54.6% women and 45.4% men. This slight difference showed that not only women liked to shop online, but also men. From the age characteristics, 9.5% were aged under 20 years, the majority of respondents were aged between 21 to 25 years, amounting to 73.5%, respondents aged 26 to 30 years were 13%, while the smallest percentage was respondents aged over 30 years, which was 4%. In terms of their educational background, the majority of respondents possessed bachelor's degree, as indicated by a percentage of 69.5%, while the smallest percentage of respondents possessed a doctoral

degree as the final education background. From their occupational backgrounds, the majority of respondents were students with a percentage of 41.5% and private employees with a percentage of 34.5%, while the smallest percentage were housewives at 1.5%. The level of income of respondents in this study varies greatly. The highest percentage of respondents had an income between 5,000,000 to 10,000,000 with as much as 43.5%, while the smallest percentage were respondents with income of more than 10,000,000.

Table 1 contains the results of the convergent validity test, which shows that the factor loading value of all items is between 0.5 to 0.7, and the discriminant validity shows AVE (Average Variance Extracted) above 0.5. Therefore, it can be concluded that the research instrument used in the current research is valid. In addition, the Cronbach's alpha values of all variables are above 0.6 and composite reliability values are above 0.7, indicating that the research instruments used in current research is reliable.

Table 1: Measurement items, Reliability and Validity

Constructs	Measurement items	Cronbach's Alpha	Composite Reliability	Factor Loading	AVE
Hedonic Shopping Value (HSV) Overby and Lee (2006)	Making a purchase from Lazada.co.id totally absorbs me (HSV1)	0.793	0.866	0.719	0.619
	Lazada.co.id doesn't just sell product or services, it entertains me (HSV2)			0.787	
	Making a purchase from Lazada.co.id gets me away from my routine (HSV3)			0.816	
	Making a purchase from Lazada.co.id truly feels like "an escape" (HSV4)			0.820	
Browsing (B) Beatty and Ferrel (1998)	The time I spend just for looking around at Lazada.co.id is quite high (B1)	0.614	0.789	0.845	0.557
	It could be said that I "just looked around" when I visit Lazada.co.id (B2)			0.697	
	I devote most of my attention to the items I plan to buy (B3)			0.687	
Positive affect	I feel happy when I make a purchase from Lazada.co.id	0.862	0.906	0.857	0.708

(PA) Beatty and an Ferrel (1998)	(PA1) I feel enthusiastic when I make a purchase from Lazada.co.id (PA2)			0.851	
	I feel proud when I make a purchase from Lazada.co.id (PA3)			0.827	
	I feel inspired when I make a purchase from Lazada.co.id (PA4)			0.829	
Impulsive buying (IB) Park, <i>et al.</i> (2012)	I make a purchase on a whim from Lazada.co.id (IB1)	0.791	0.857	0.640	0.549
	During shopping, I make a purchase from Lazada.co.id without a lot of thinking (IB2)			0.855	
	I tend to purchase things I have no desire to buy during shopping from Lazada.co.id (IB3)			0.815	
	I tend to think about it after making a purchase (IB4)			0.600	
	When I find something I like on Lazada.co.id, I make a purchase immediately (IB5)			0.761	

Table 2: Hypotheses Testing

Relationships	t-statistics	Results (Significant = t-statistics > t-table)
H1a: HSV → IB	4.159	Significant
H1b: HSV → B	11.807	Significant
H1c: HSV → PA	6.466	Significant
H2a: B → IB	3.070	Significant
H2b: HSV → B → IB	2.971	Significant
H3a: PA → IB	2.607	Significant
H3b: HSV → PA → IB	2.418	Significant

Table 2 shows the t-statistic values obtained from bootstrapping as a basis for the hypotheses testing. H1a, H1b, and H1c hypothesize that hedonic shopping value positively influences impulsive buying, browsing, and positive affection. Based on the t-statistic value in Table 2, the t-statistic of H1a, H1b, and H1c are greater than t-table (1.96), so that H1a, H1b, and H1c are accepted. H2a hypothesizes that browsing positively influences impulsive buying, while

H2b hypothesizes the role of browsing mediates the positive influence of hedonic shopping value on impulsive buying. Both hypotheses H2a and H2b are accepted because the t-statistic value is greater than 1.96.

Referring to the hypotheses testing results in Table 2, H3a, which hypothesizes the positive influence of positive affection on impulsive buying, obtained a t-statistic result of 2.607 which was greater than t-table (1.96). Based on this, H3a was accepted and positive affect proved to have positive influence on impulsive buying. In addition, H3b regarding the mediation role of positive affect in the positive influence of hedonic shopping value on impulsive buying was proved, in terms of the t-statistic value of .418 obtained through the calculation of multiple tests. The t-statistic value is greater than t-table (1.96), so it can be concluded that H3b is accepted.

Discussion

The first results of the current research indicate that hedonic shopping value positively influences consumers' online shopping experience and the higher the impulse for impulsive buying that occurs suddenly. The results of the current research support the results of previous studies by Hausman (2000), Chih et al. (2012), Gültekin and Özer (2012), Kacen et al. (2012), and Park et al. (2012). However, the results of this study contradict previous studies by Darma and Japariato (2014) who found that hedonic shopping value had no significant effect on impulsive buying.

The current research also found that hedonic shopping value has a direct and positive influence on browsing. Supporting the results of previous studies by Gültekin and Özer (2012), Sukiwun et al. (2014 and Adi et al. (2017), these results show that the higher the value of hedonism that consumers have when shopping at an online shopping site, the more compelled consumers are to browse the site to see other available products. This is logically very possible because the hedonic value is a reflection of the value received by consumers of the multisensory, fantasy and social aspects of a shopping experience where the reflection can be entertainment and an escape from reality (Overby & Lee, 2006; Suy, Chhay & Choun 2018). It is logical that consumers will be encouraged to browse for entertainment or as an escape from the reality that consumes them.

Empirically, current research proves that hedonic shopping value possessed by consumers directly influences impulsive buying behaviour. These results support previous research by Chih et al. (2012) and Chung (2015) who also showed that the higher the hedonic shopping value, the higher the impulse buying. This is due to being a shopping activity that is driven by high hedonic values related to the five senses, as well as fantasies and emotions that make pleasure and enjoyment of the material as a goal (Arnold & Reynolds, 2003).

Consequently, it can be said that the purchase will increase the positive affect that consumers feel when they shop.

The current research empirically proves that the browsing activities of consumers when shopping online will directly influence their impulsive buying behaviour. These results are in accordance with previous studies by Park and Lennon (2006), Gültekin and Özer (2012), and Park et al. (2012) which also showed that the higher the browsing activity by consumers, the higher the impulse buying.

In addition, this research also proves that high browsing activity will be an intermediary in increasing the effect of hedonic shopping value that consumers possess, and that encourages them buy impulsively. These results support previous research by Gültekin and Özer (2012), Sukiwun et al. (2014) and Adi et al. (2017). The effect of browsing in mediating the effect of hedonic shopping value on impulsive buying is partial, because both the direct relationship between hedonic shopping value and browsing and the direct relationship between browsing and impulsive buying are significant. The TRA paradigm reveals that consumer behaviour is influenced by an interest in the behaviour and the paradigm of TAM. Davis et al. (1989) explain that, when a person accepts computer technology, they will have a perception of the usefulness of that technology. Consumers with high hedonism values tend to do shopping activities with an interest in seeking pleasure (Arnold & Reynolds, 2003) so that they will do more browsing activities as a form of acceptance of the presence of technology, which makes it easier for them to see other products until they feel happy. This good feeling will then encourage impulsive buying behaviour.

This research also proves that positive affect can directly influence impulsive buying behaviour. These results are in line with the results of research by Chih et al. (2012) and Saran et al. (2016) which also show that the higher the positive affect, the higher the impulse to do impulsive buying. In addition, the results of this study indicate that positive affect mediates the effect of hedonic shopping value on impulsive buying in accordance with previous research by Chih et al. (2012) and Saran et al. (2016). Based on the results of the analysis, it can be concluded also that positive affect has a partial mediating effect on the effect of hedonic shopping value on impulsive buying, because both the direct influence of hedonic shopping value on positive affect and the direct effect of positive affect on impulsive buying are significant. The mediation relationship in the results of this study can be explained through the TRA and TAM paradigms. Consumers who are high on hedonic shopping value shop for pleasure and an escape from the reality that consumes them (Arnold & Reynolds, 2003). Therefore, it is very logical that shopping online will increase their positive affect, which is shown by their burgeoning feelings of pleasure and happiness. The higher the positive affect they feel when shopping at online shopping sites, the greater the incentive to make a purchase they did not plan beforehand.



Conclusion

Hedonic shopping value positively influences browsing, positive affect, and impulsive buying. Higher hedonic shopping value possessed by consumers increases browsing activities and the positive affect they feel when shopping online. Impulsive buying can also be influenced by browsing, and positive affect. The occurrence of impulsive buying can be driven by the high browsing activity of consumers and the high positive affect perceived by consumers when shopping online. This is caused by the effect of partial mediation by browsing and positive affect in the relationship of hedonic shopping value and impulsive buying. Although it has been proven significant that the high hedonic shopping value of consumers can influence impulsive buying driven, browsing and positive affect can be an intermediary of the relationship between the two variables, which can increase impulsive buying.

A suggestion for further research is to pay attention to various types of e-commerce as research subjects. Previous research by Kacen et al. (2012) shows that the type of product affects the level of impulsive buying. It will be an interesting to see if further research can show the effect of hedonic shopping value on impulsive buying in other types of e-commerce. Another suggestion is for e-commerce practitioners as a practical implication of this research. E-commerce players are advised to pay more attention to elements that can trigger positive affect and also trigger consumers to continue browsing. It will, therefore encourage a greater number of purchases and, by extension, a potentially large number of impulse buys.

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