

# The Effect of Dimensions of Hedonic Shopping Motivation and Variety Seeking on Impulse Buying Fashion Products in Online Stores

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## Abstract

The development of the internet encourages the emergence of online stores in Indonesia. The presence of an online store brings a new phenomenon or lifestyle among the public in buying fashion products, namely by shopping online. The public conducts online shopping to meet the needs of finding variations (variety seeking) and the motivation of hedonic shopping (hedonic shopping motivation) that can cause impulse buying of fashion products at online stores. This study aims to determine and analyze the effect of the dimensions of hedonic shopping motivation and variety seeking on impulse buying fashion products in online stores. The population of this study is consumers who have shopped for online fashion products, and the number of samples used is 150 respondents. Data collection methods by distributing online questionnaires. Data processing techniques use SPSS 25 software and the Likert scale on the questionnaire. The data analysis used is multiple linear regression analysis. From the study results, it is known simultaneously that the dimensions of hedonic shopping motivation and variety seeking affect impulse buying. Partially the dimensions of Hedonic Shopping Motivation, namely Value Shopping, Relaxation Shopping, and variable variety seeking, affect impulse buying, while the dimensions of hedonic shopping motivation are adventure shopping, idea shopping, and social shopping, which have no effect on impulse buying

Keywords: Hedonic Shopping Motivation; Variety Seeking; Impulse Buying.

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## 1. Introduction

The rapid growth of the internet indirectly brings new phenomena to society. One of them is a new business

model that uses internet facilities in carrying out transactions, namely e-commerce. The emergence of an online store brings new phenomena and lifestyles among the public, namely online shopping.

Online stores also encourage the progress of fashion trends in Indonesia. The fashion category is the most frequently purchased category of 73.80% (statistik.kominfo.go.id). Through fashion, someone can show their social status to others, whether to know each other or not (Pasaribu & Dewi, 2015). The presence of online stores can make it easier for consumers to meet their needs by hedonic shopping without paying attention to the usefulness of the product by making previously planned purchases. Impulsive behavior is driven by a strong desire from the buyer to meet their needs at that time (Kosyu et al., 2014 ).

The presence of online stores can also make it easier for consumers to find variations of purchases. The need to find variations is natural for buyers because of the external stimulus factor that stimulates a person to try new products (Schiffman & Kanuk, 2010). The study by Chen-Yu and Seock (2002) found that the availability of broad products is the essential shop selection criteria for impulsive buyers (Muruganantham & Bhakat, 2013). Looking for variations (variety seeking) can encourage impulsive purchases, consumers are encouraged to get involved or try new things, curiosity with new things, new pleasures, or overcome boredom with old things (Peter & Olson, 2000; In Hanny and Gusti, 2010). This study aimed to find out and analyze the effect of the dimensions of hedonic shopping motivation and variety seeking on impulse buying partially and simultaneously.

## **2. Literature review**

### **2.1 Consumer behavior**

According to (Schiffman & Kanuk, 2007), consumer behavior is shown in finding, buying, using, assessing, and determining products, services, and ideas. In addition, according to (Kotler & Keller, 2008), consumer behavior is a study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, or experiences can satisfy their desires and needs.

### **2.2 Impulse buying**

According to Utami (2010), Impulsive Purchase (Impulse Buying) is a sudden insistence of a heart with full power, surviving and not planning to buy something directly without paying attention to the consequences. Churchill and Peter (1998; Kim, 2003) illustrate the impulsive purchase process that starts from product awareness. The unplanned purchase process starts from browsing activities (product awareness), reflecting the desire to buy goods or services. In this study, information research conducted by consumers is to browse directly to the destination website. Consumers allocate more time to browsing so that they can increase the number of

their purchases (Gultekin & Ozer, 2012). Someone conducts browsing activities because of product differentiation, gathering information, and comparing products (Gultekin & Ozer, 2012).

The second stage is to Create desire after browsing, and consumers tend to have the desire to buy goods or services. Desire is "... Discretionary Shopping Goals that impact Attitudes and Behavior" (Berman & Evans, 2010; Pasaribu & Dewi, 2015). Desire is freedom in setting shopping goals that affect attitudes and behavior. In online shopping, consumers can freely choose the desired goods or services. Consumer desires differ from consumer needs, where consumers only buy goods or services according to their needs and think of the functions of these goods and services, and vice versa in the consumer desires.

The third stage, the purchase decision, occurs when consumers greatly desire these goods or services. According to Berman and Evans (2010; in Pasaribu and Dewi, 2015), three factors make consumers finally decide to make a purchase, namely, Place of Purchase, which is evaluated through store location, store layout, service, sales help, store image and Price, both Purchase Terms that include prices and payment methods, and the third availability includes stock on hand and delivery.

The last stage is the post-purchase evaluation. After the consumer makes a purchase, it will make a post-behavior behavior, which is divided into two categories: further purchases or re-evaluation. Consumers in this stage will evaluate the purchase. Is the product in accordance with the promised, in accordance with consumer expression, and whether shop services are in accordance with consumer expectations. If the purchase leads to customer satisfaction, then consumers will make repurchase goods or services and provide good recommendations to friends (Berman & Evans, 2010; Pasaribu & Dewi, 2015).

According to (Ozen & Enginek, 2014), Impulse Buying Indicators are as follows:

- a. The struggle to leave the good things seen in the store
- b. Cannot hold back the feeling of wanting to buy something
- c. Feeling guilty after buying something from the store
- d. find it difficult to miss the offer in the store
- e. If you see something new on the internet, want to buy it
- f. Buy something because I like to buy something, not because it needs it
- g. A little careless in buying goods

### 2.3 Hedonic shopping motivation

Hedonic shopping motivation is an instrument that directly presents the benefits of an experience when shopping, such as pleasure and new things felt by individuals, emphasizes the emotional feelings of consumers and psychological sensations and making shopping entertainment (Yang and Hye-young, 2012 In Zurit et al.,

2016). While hedonic motivation, according to (Utami, 2010), is the motivation of consumers to shop because shopping is a pleasure, so it does not pay attention to the benefits of the product purchased

The study of Ozen and Engizek (2014) identified several dimensions of hedonic shopping motivation, including:

- a. Adventure/Explore shopping. Consumers do adventure or exploration of spending to find new and interesting things and the practice of pleasure that is felt during shopping (Westbrook and Black, 1985 in Ozen and Engizek, 2014).
- b. Value shopping refers to the pleasure that is felt when consumers hunt for bargaining, find discounts, and Obralan (Westbrook and Black, 1985 in Ozen and Engizek, 2014).
- c. The Idea Shopping dimension refers to consumers going shopping because they want to know about the latest trends and fashion (Arnold and Reynolds, 2003 in Ozen and Engizek, 2014).
- d. Social shopping is a socializing activity when shopping, feeling happy with friends and family, and socializing with others when shopping (Arnold and Reynolds, 2003 in Ozen and Engizek, 2014).
- e. Relaxation shopping refers to shopping to overcome stress and change the mood of consumers from negative to positive (Arnold and Reynolds, 2003 in Ozen and Engizek, 2014).

#### 2.4 Variety seeking

The need to find variations (variety seeking) is a consumer desire to try new things that are rare or never consumed. Schiffman and Kanuk (2010) "The need to find variations is a natural behavior for consumers because of the external stimulus factors that stimulate a person to tend to try products that are considered new." Variety Seeking is a conscious commitment to buy another brand because it is encouraged to get involved or try new things, curiosity about new things, new pleasures, or overcome the problem of boredom for old or usual (Peter & Olson, 2000). In Hanny in Gusti (2010). Junaidi and Dharmmesta (2002) showed the need to find new variations on a product due to late product innovation. In addition, it was also revealed that the need to find this variation continues to occur again in the market, with many found similar products that are balanced with products offered by the company. According to (Sharma et al., 2006 and Kahn, 1995), Variety Seeking indicators are as follows, first, when looking at new products, not afraid to try; second, like to look around to find out the latest; third, reading Junk Mail to find out the contents; fourth, look around the catalog even though they do not plan to buy; fifth, often read advertisements because they are curious; and sixth, enjoy buying brands that are not familiar to get variations.

#### 2.5 Electronic commerce

Electronic trading, also called e-commerce, uses communication networks and computers to conduct

business processes. The general opinion of e-commerce is using the internet and computers with a web browser to sell and buy products (McLeod & Schell (2008), in Siregar, 2017). According to Wong (2010), what is meant by electronic commerce is the purchase, sales, and marketing of goods and services through an electronic system. So what is meant by e-commerce is the process of buying and selling transactions carried out on the internet where the website is used as a medium for conducting these transactions.

### 3. Methods

This study uses multiple linear regression analysis, which is used to calculate the quantitative effect of an event change (variable x) on other events (variable y). Data collection techniques using online questionnaires with a Likert scale measuring device to ask respondents to show their level of approval or disapproval. The population is the total number that includes all members under study (Istijanto, 2009). The population in this study is consumers who have bought fashion products online, while samples are a part that is drawn from the population, so the sample is a minor part of the population (Istijanto, 2009). The sampling technique in this study uses non-probability sampling with accidental sampling techniques, that is, anyone who happens to get an online questionnaire link from researchers can be used as a sample if seen by people who are in accordance with fashion products online.

### 4. Results and Discussion

Based on the results of the study, it was found that the dimensions of the hedonic shopping motivation variable, namely adventure shopping, idea shopping, and social shopping, do not affect impulse buying, while the dimensions of hedonic shopping motivation, namely value shopping, relaxation shopping, and variety seeking affect impulse buying

Table 1. Regressions

| Model               | B     | Std. Error | t     | Sig  |
|---------------------|-------|------------|-------|------|
| (Constant)          | 1,462 | 1,853      | ,789  | ,431 |
| Adventure Shopping  | -,031 | ,129       | -,242 | ,809 |
| Value Shopping      | ,755  | ,128       | 5,885 | ,000 |
| Idea Shopping       | -,027 | ,104       | -,261 | ,795 |
| Social Shopping     | ,142  | ,133       | 1,065 | ,289 |
| Relaxation Shopping | ,483  | ,115       | 4,207 | ,000 |
| Variety Seeking     | ,382  | ,102       | 3,735 | ,000 |

Adventure shopping arises from a sense of curiosity about new products, then browsing. In this study, Adventure Shopping has no effect on impulse buying, which means that in making purchases online, one does not feel pleasure during the shopping process or feel a different sensation when shopping. Curiosity about new products does not create reinforcement in shopping online, so it does not affect someone to do impulse buying. Online shopping is a regular activity so that it does not make someone feel in his own use. Browsing activities in finding out new products are only limited to finding product information, not to the tendency to make purchases impulsively (impulse buying). Browsing activities can also direct someone to know information about a product in total, so they can make considerations and rational thinking about whether the product is feasible to buy so as not to make purchases impulsive.

The results of this study found that value shopping affects impulse buying. Research conducted by Zurit et al. (2016) found the same thing, that value shopping affects impulse buying, as well as research conducted by Ozen and Engizek (2014) which states that value shopping affects impulse buying. According to Chandon et al. (2000), When consumers find discounted goods, they consider themselves intelligent buyers (Ozen & Engizek, 2014). Getting discounts or other attractive offers can direct consumers to find fun from personal achievement. Online stores offer many discounts and other attractive offers, such as free shipping and shopping voucher codes offered, and also, the range of online store transactions can urge consumers to do unplanned shopping (impulse buying). Consumers who are easily affected by discount prices tend to make unplanned purchases, perhaps because of the hedonic benefits received (Ozer & Gultekin, 2012).

The results of this study found that Idea Shopping had no effect on impulse buying. Research conducted by Zurit et al. (2016) found the same thing, that Idea Shopping had no effect on impulse buying, as well as research conducted by Dewi (2015), which states that Idea Shopping has no effect on impulse buying. Idea shopping refers to consumers shopping online to find out the latest trends and fashion. Although online shopping sites offer convenience in finding information to find, judge, and understand new trends, new brands, and product launches, this does not encourage someone to make purchases at online stores. They do online shopping not to follow trends, new fashion, or for new things. When there is a new fashion trend, new fashion models, or new fashion products do not make someone tends to make purchases impulsively (impulse buying).

The results of this study found that social shopping had no effect on impulse buying. Research conducted by Dewi (2015) found the same thing, that social shopping has no effect on impulse buying. Social shopping is an activity of socializing when shopping, feeling happy when with friends and family, and interacting with others when shopping (Arnold and Reynolds, 2003 in Ozen and Enginek, 2014). The main motive for people to go shopping is the social interaction offered when shopping (Dawon et al., 1990 in Ozen and Engizek, 2014).

At present many online communities can be used as a forum for people who have the same interest in making online purchases, such as the Kaskus and Female Daily discussion forum, which can be used to interact with other online buyers. However, several studies (Wolfenbarger & Gilly, 2001; To et al., 2007) found that people prefer online shopping to avoid social interaction and not dealing with sellers, it is also in line with Rohm and Swarminathan (2004) in their research states that consumers who are motivated by social interaction will choose to shop at traditional retail stores that are contrary to the context of online stores (Ozen & Engizek, 2014). Sakar (2011) revealed that the dominant hedonic shopping motif is shopping at offline stores where buyers can interact with direct sellers (Ozen & Engizek, 2014), which means social shopping in online purchases do not cause someone to make purchases impulsively (impulse buying).

The results of this study found that relaxation shopping affects impulse buying. Research conducted by Zurit et al. (2016) found the same thing, that relaxation shopping affects impulse buying, as well as research conducted by Wong and Dewi (2015) which states that relaxation shopping affects impulse buying. When someone feels bored, they look for products through online sites to get rid of this boredom because, for them, by shopping, the boredom or stress can be overcome. Research conducted by iprice states that the peak of people doing online shopping in Indonesia is 11.00 (bisnis.tempo.co). Indonesian people more often shop online during working hours (CNNIndonesia.com). In this study, most of the respondents were working, so when they felt bored and stressed at work, they overcame them online because, for them, online shopping is a way to overcome this boredom and stress, which can trigger someone to make impulsive purchases (impulse buying).

The need to find variations (variety seeking) is a natural thing to do by someone. To fulfill their curiosity about new products available, they try to make a purchase. With the online store, information about all kinds of fashion products can be easily obtained by consumers, and consumers can also be easily exposed to information about fashion products offered by the seller. Someone conducts surfing activities on the internet because of a variety of products to gather information and compare between products (Gultekin & Ozer, 2012). Often someone exposed to information about fashion products can encourage someone to meet their needs by finding variations (variety seeking) and purchasing fashion products. According to Junaidi and Dharmmesta (2002), one of the factors looking for variations (variety seeking) is high competition between similar products, causing each product to propagate to be the best, which will undoubtedly affect consumers who tend to try. The study conducted by Chen-Yu and Seock (2002) found that the availability of broad products is the most crucial store selection criterion for impulsive buyers (Muruganantham & Bhakat, 2013), meaning that it varies more and more products offered by online stores, increasingly encouraging someone to make impulsive purchases (impulse buying).

## Conclusion

Based on the results of partial linear regression analysis, it can be seen that value shopping, relaxation shopping, and variety seeking have an effect on the impulse buying variable. This shows that respondents impulse buy when there are attractive offers such as discounts, discounts, cheap goods, and variations of the products offered by the seller. For fashion product sellers at online stores, you should do attractive promos such as discounts and discounts to attract consumers to make purchases at the store. Online stores that provide complete and varied products are the choice of consumers in choosing an online store, and it can encourage consumers to make impulsive purchases.

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