

The Effect of Hedonic Shopping Value on the Impulse Buying of Fashion Products of Generation Z

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Abstract.

Impulse buying has been an interesting discussion for more than half a century in various domains of study by business persons and researchers. The massive impulse buying done by consumers and higher profits gained by businesspersons are some of the reasons why impulse buying research needs to be done. Generation Z is one of the consumer groups that is believed to have the potential to do impulse buying. The high number of the population, the strong influence on family purchasing decisions, the fond of shopping, and the power of purchasing are the compelling reasons to further examine the impulse buying of generation Z. Internal factors, hedonic shopping value, can be the causes of impulse buying done by generation Z. This research aimed at determining the effect of hedonic shopping value on the impulse buying of fashion products of generation Z. The research method used in this research was causal research. The data was presented and analyzed using quantitative method. The data was collected by distributing questionnaires to 300 persons of generation Z that has been selected with purposive sampling method. The results of the research based on calculations using SEM AMOS 24 showed that hedonic shopping values had a positive and significant effect on the impulse buying of fashion products of generation Z.

Keywords: Fashion Products; Generation Z; Hedonic Shopping Value; Impulse Buying.

1. Introduction

Purchasing decisions made by consumers can be spontaneous or without planning. The phenomenon of spontaneous and unplanned purchase decisions is known as impulse buying (Rook and Gardner, 1993; Gutierrez, 2004; Chavosh et al, 2011). Indonesia, with a population of more than 240 million people, has the potential to make unplanned purchases. Indonesian consumers tend to have a variety of unique characters when they want to shop, among some of these unique characters are short-term and unplanned thinking when they want to buy something (Irawan, 2007). The shopping behavior of the Indonesian people is indicated to be increasingly impulsive. The results of the survey by Nielsen in 5 major cities in Indonesia (Jakarta, Surabaya, Bandung, Medan, and Makassar) on 1,804 respondents show that impulse buying behavior of Indonesian citizens was indicated to increase from year to year (Dameyasani & Abraham, 2013). One of the community groups that live in Indonesia and has the potential to make impulse buying is generation Z or Post-Millennials.

Generation Z with relatively young age is prone to higher impulsive sentiments (Pechmann, Levine, Loughlin and Leslie, 2005). Potential impulse buying behavior of generation Z can be triggered because of the driving factors inside themselves such as hedonic shopping value (Ryu, 2011; Chaudhuri, 2015; Prashar et al, 2016; Dey and Srivastava, 2017). For young people like generation Z, the activity of shopping for fashion products such as clothes, shoes, and bags are a very important activity. This activity is a way for them to spend time with friends and make shopping centers such as malls as selected locations, even though they don't plan to make purchasing decisions (Paakkari, 2016). Younger generations like generation Z are believed to enjoy shopping experience more and have more hedonic pleasure when they can shop with their friends than with their parents. Although the money they use

is mostly from their parents, they feel happier to express their independence by shopping without parents (Gentina, Butori, Rose, and Bakir 2013).

Indonesia, as a country that has a demographic bonus, has 68 million generation Z in 2010, which is almost double the generation X population that were born in the 1965-1980 period (The Central Bureau of Statistics Indonesia, 2015). Generation Z is a classification of individuals who were born between 1995 and 2010 (Oblinger and Oblinger, 2005; Kane, 2010), grow up in the era of highly developed information technology, has the power to influence the world economy, most critically use social networking sites, and are actively involved in the online exchange of information and conversation (Kitchen and Proctor, 2015). Generation Z is the fifth generation who were born after four generations and is a future generation that is believed to have many differences with the previous generations in terms of personality, lifestyle, understandings, expectations, attitudes, values, and consumptive patterns (Gilboa and Yavetz, 2010).

Learning how generation Z chooses, buys, and rejects an item, service, and idea is very important. Learning their behavior means learning how to develop new products, product features, prices, media, messages, and other mixed marketing elements (Kotler, Armstrong, and Wong, 2008). Modern marketers realize that a market segment consisting of young consumers is one of the market segments that must be considered as an aggressive target to pursue (Mangleburg et al., 2004). Hall and Keynes (2011) also believe that the best way to truly accept digital culture and the business landscape that it has created is by observing, learning, understanding, and engaging with digital generations to create new opportunities for business and marketing. The role played by generation Z is an opportunity that needs to be learned and addressed by brands to avoid the risk of losing the attention of young customers (Kitchen et al., 2015). In addition, studying a generation will also help marketers to distinguish between groups of individuals who have similar choices, tastes, and preferences and learn the efficient ways to help shape their market segments (Schewe, Meredith, and Noble, 2000).

The phenomenon of impulse buying of generation Z that had been discussed needed further investigation. As far as the author's knowledge, research that specifically use generation Z as the object and associate them with hedonic shopping value and impulse buying in purchasing fashion products has not been done by many researchers before. Whereas, generation Z is very potential if viewed from the side of the population and the purchasing power in the future.

2. Literature Review

2.1 Generation Z and Impulse Buying

Generation Z with young age has bigger potential to make purchases without planning compared to the previous generations. Generation Z with relatively young age is prone to higher impulsive sentiments (Pechmann, Levine, Loughlin and Leslie, 2005). The young age factor is directly proportional with the tendency to have emotional instability, so generation Z is more eager to immediately buy a product that interests them (Virvilaitė et al., 2011; Yang, Huang and Feng, 2011; Chavosh, Halimi and Namdar, 2011; Kongakaradecha and Khemarangsarn, 2012).

Generation Z also has more free time and is spontaneous in shopping. These factors then can potentially lead young people to do impulse buying (Gutierrez, 2004). Examining impulsive behavior among young people like generation Z is a very important action given that generation Z has a quite big market segment with its financial potential (Mangleburg, Doney and Bristol, 2004) and self-regulation abilities that tend to be unstable and still in the development stage (Gestsdottir and Lerner, 2008). Generation Z tends to be more pleased with instant gratification (Strayhorn, 2002) and tends to be brave to take higher risks, such as quickly adopting new product concepts and brands (Dayan, Bernard, Olliac, Mailhes, and Kermarrec, 2010). Product categories like fashion (Park, Kim and Forney, 2006) and technology products are more quickly accepted and used by young consumers like generation Z compared to the previous generations (Brici, Hodkinson, and Sullivan-Mort, 2013).

2.2 Hedonic Shopping Value and Impulse Buying

Hedonic shopping value plays an important role in impulse buying (Hausman, 2000; Piron, 1991; Rook, 1987). A person who is driven by hedonic motivation will be more easily motivated to do impulse buying (Hausman, 2000). Even the impulse buying is caused by the fulfillment of a number of hedonic desires (Piron, 1991; Rook, 1987; Thompson, Locander and Pollio, 1990). Kalla and Arora (2011) state that hedonic shopping activities involve a relationship between the experience and emotion of the consumers regarding the products or stores, which in turn affects the tendency of impulse buying. When someone's shopping experience becomes a goal that satisfy their hedonic needs, the purchased product is not based on the original plan of going to the store but based on impulse buying to meet hedonistic needs or evoke positive emotions (Park et al., 2005).

Impulse purchases also have an association with individual hedonic motivation (Rook and Hoch, 1985). Shopping activities that are motivated by hedonic motivation are believed to be more personal and subjective when compared with utilitarian motives for individuals, which then results in emotions of pleasure and satisfaction related to the

impulse buying (Babin, Darden, and Griffen, 1994; Babin et al., 1994). When consumers do shopping activities, it is not always driven by utilitarian motives that are more task-related, product-oriented, rational, and extrinsic (Babin et al., 1994). Other motives of consumer shopping activities can also be the aspects of multi-sensory and fantasy-related behaviors driven by factors such as pleasure, adventure, or socialization (Arnold and Reynolds, 2003), which can then be called hedonic motives.

It can be said that one reason why impulse buying is very enjoyable is the satisfaction within the consumers that is driven by hedonic instruments (Gültekin and Özer, 2012). The product to be purchased will look like chosen without planning because it is driven by hedonic motivation such as feelings of pleasure, fantasy, social, or emotional satisfaction, which then makes someone do impulse buying (Herabadi et al, 2009); Yu and Bastin, 2010); Virvilaitė et al, 2011); Ryu, 2011; Haq et al, 2014; Chaudhuri, 2015; Haq and Abbasi, 2016; Prashar, 2016; Dey and Srivastava, 2017). The hypotheses of this research are:

Hedonic shopping value affects impulse buying of fashion products of generation Z

3. Methodology

3.1 Measurements

The determination of data in this research was assisted by using questionnaires. The questionnaires used Likert scale on a five-point rating scale (1 = strongly disagree, 5 = strongly agree). Hedonic shopping value variable was measured using 15 items (5 dimensions) by Yu and Bastin (2010). Novelty is measured with two items. Fun and Praise from others are measured using four items and two items. Escapism and Social interaction consists of four items and three items. To measure impulse buying, seven items obtained Hausman (2000) were used. Demographic information was collected for gender, age, occupation, fashion product shopping intensity, monthly average expenses on shopping for fashion products, sources of funds to purchase fashion products.

3.2 Sampling and Data Collection

The number of samples used in this research is 300 respondents. The samples in this research are all consumers of fashion products at modern retail in metropolitan city of Indonesia (Jakarta, Bandung, Medan, Banjarmasin and Surabaya) included in the age range of generation Z, which are a group of young people born in the 1995-2010 period (youngest age being 15 years old) and act as decision makers when buying fashion products. The modern retail in metropolitan city was chosen as the research location because this shopping center is considered to be always consistent in presenting updated fashion products and has a complete collection of branded products. The strategic business location with modern building design and attractive product store atmospheres is also believed to be able to pamper the hedonists and fashion lovers from generation Z in shopping for their needs of fashion products while meeting their needs of recreation and socialization.

3.3 Data Analysis

Analysis in this research was conducted using Structural Equation Modeling (SEM) method via AMOS 24. By using SEM, three types of analytical activities can be done simultaneously, namely checking the validity and reliability of instruments related to confirmatory factor analysis, testing the relationship model between variables related to measurement model, and obtaining a model that is suitable for predictions relating to structural model analysis. The overall fit of the model was measured by chi square (χ^2), Root Mean Square Error of Approximation (RMSEA), root mean squared residual (RMR), goodness of fit index (GFI), Tucker Lewis Index (TLI), Incremental Fit Index (IFI), Comparative Fit Index (CFI), Normed Fit Index (NFI).

4. Result and Discussions

4.1 Respondent Characteristics

The analysis of the respondents' profiles in this research was based on the following demographic characteristics:

Table 1. Characteristics of Respondents

Category	Item	f	%
Gender	Male	231	77
	Female	69	23
	Total	300	100
Age	15 – 16 years old	57	19
	17 – 23 years old		81
	Total	243 300	100
Occupation	Student	225	75
	Private	14	4,6
	Civil Servant	0	0
	Entrepreneur	60	20
	Others	1	0,4
	Total	300	100
Fashion Product Shopping Intensity from 2018 to 2019	3 times	240	80
	more than 3 times	60	20
	Total	300	100
Monthly Average Expenses on Shopping for Fashion Products	< Rp. 500.000	102	34
	> Rp. 500.000 – 1.000.000	159	53
	> Rp. 1.000.000 – 3.000.000	24	8
	> Rp. 3.000.000 – 5.000.000	6	2
	> Rp. 5.000.000	9	3
	Total	300	100
Sources of Funds to Purchase Fashion Products	independent work/business	32	10,66
	parents	129	43
	independent work/business and parents	139	46,34
	Total	300	100

4.2 Measurement and Structural Models

The results of goodness of fit, validity, and reliability tests can be described as follow:

Table 2. Measurement Model Results

Items		Factor Loading	CR	VE
Novelty	Finding unique things makes me excited	0,75	0,86	0,61
	It seems that I explore a new world when I go shopping	0,81		
Fun	This shopping is a wonderful experience	0,79	0,91	0,66
	Compared to others, spending time on shopping is so enjoyable	0,88		
	During shopping, I feel excited	0,75		
	This shopping activity makes me happy	0,81		
Praise from others	I enjoy compliments and words of praise from others when I shop	0,89	0,90	0,81
	I imagine others' reactions when I try on something	0,90		
Escapism	I can escape from reality	0,93	0,94	0,76
	I feel excited taking risks while shopping	0,63		
	I can forget my troubles during shopping	0,92		
	Shopping is a way to relieve pressure from myself	0,96		
Social interaction	I like to observe others in the store	0,87	0,91	0,76
	Shopping with others is a good way to enhance friendship	0,83		
	I like to go shopping with others	0,90		
Impulse Buying	I often buy things spontaneously	0,85	0,95	0,69
	"Just do it" describes the way I buy things	0,86		
	I often buy things without thinking	0,71		
	"Buy now, think about it later" describes me	0,92		
	Sometimes I feel like buying things on the spur of the moment	0,81		
	Sometimes I'm a bit reckless about what I buy	0,90		
	If I see something I want, I buy it	0,75		

Based on Table 2, the value of the loading factor of all the items in the full model are above 0.50. This means that the the items consisting of hedonic shopping value (novelty, fun, praise from others, escapism and social interaction) and impulse buying were considered to be valid and were believed to be able to measure the full model construct. The reliability test also showed consistent results. All the items in hedonic shopping value and impulse buying were also considered to be reliable and believed to be able to consistently measure the full construct model. This can be seen from the value of variance extracted (VE), which was above 0.50, and the value of construct reliability (CR), which was above 0.70.

Table 3. Goodness of Fit Index

Goodness of Fit Index	Cut off Value	Results
χ^2	Expected to be low	585.157
Df		203
χ^2 - Significance Probability	≥ 0.05	0.000
CMIN/DF	≤ 3.00	2.883
RMSEA	≤ 0.08	0.079
NFI	≥ 0.90	0.908
IFI	≥ 0.90	0.938
TLI	≥ 0.90	0.929
CFI	≥ 0.90	0.937

Based on the results of the goodness of fit (GOF) measurement in table 3, the model conformity requirements could be accepted. The table also shows that there were six measurements that indicate the degree of good fit. The values of CMIN/DF=2.883 (≤ 3.00) and RMSEA=0.079 (≤ 0.08) have met the criteria. NFI=0.908, IFI=0.938, TLI=0.929, and CFI=0.937 are all above 0.90 and are enough to state that a model is fit and appropriate.

4.2.1 Hypotheses Testing

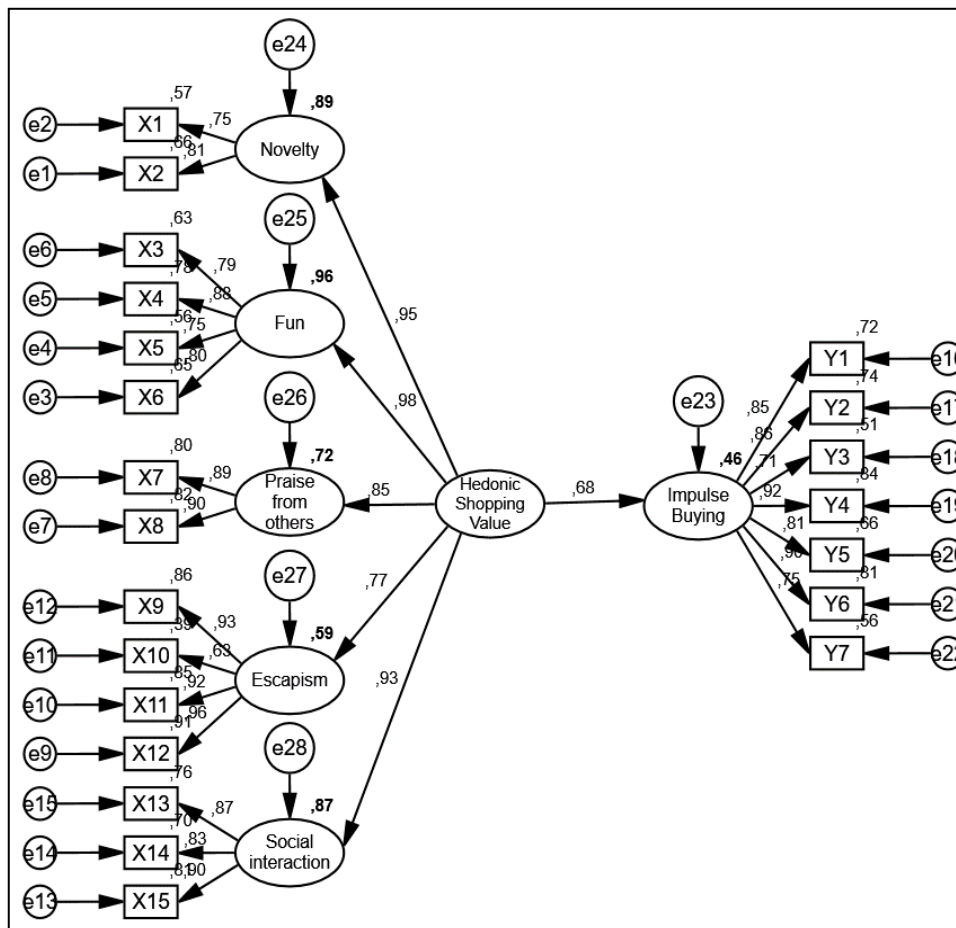


Fig 1: Full Model Structural Test

Based on figure 1 and table 4, the value of hedonic shopping value was 0.681 and the p-value was less than 0.001 (less than 0.05; $\alpha = 0.05$). Thus, it can be said that hedonic shopping value had positive and significant effect on impulse buying. This means that the hypothesis in this research was accepted. The results of this research were in line with

previous research conducted by Hausman (2000); Herabadi et al. (2009); Yu and Bastin (2010); Ryu (2011); Gultekin and Ozer (2012); Chaudhuri (2015); Haq and Abbasi (2016); Prashar (2016); and Dey and Srivastava (2017).

Table 4. Hypothesis Testing

Item	Std Estimate	S.E.	C.R.	p-values	description
Hedonic Shopping Value ---> Impulse Buying	0,681	0,053	11,612	***	Accepted
Hedonic Shopping Value ---> Novelty	0,946	0,036	15,478	***	Accepted
Hedonic Shopping Value ---> Fun	0,979	0,048	16,087	***	Accepted
Hedonic Shopping Value ---> Praise from others	0,847	0,050	15,400	***	Accepted
Hedonic Shopping Value ---> Escapism	0,767	0,045	14,658	***	Accepted
Hedonic Shopping Value ---> Social interaction	0,932	0,049	17,770	***	Accepted

Fashion product shopping activities carried out by generation Z were indeed closely related to emotional drive that makes fun, pleasure, satisfaction, recreation, freedom, fantasy, innovation, experience, and socialization as the main goal of shopping. The young age factor that tended to be is in line with emotional instability and the courage to adopt new products concepts and take risk cause generation Z to have a hedonic shopping motive, which led to impulse buying. Shopping activities carried out by generation Z and motivated by hedonic motivation was more personal and subjective when compared with utilitarian motives for individuals, which then results in pleasure and satisfaction related to impulse buying. The purchased products would appear to be selected without planning as the purchases of them were driven by hedonic motivations such as feelings of pleasure, fantasy, and social or emotional satisfaction.

The majority of generation Z often shopped for fashion products without planning, spontaneously, without careful consideration, while ignoring the consequences, and because they could not resist the temptation of the desired products, which led to reckless purchases. The survey results also showed aligned information where 93.3% of the 300 respondents in this research bought fashion products without planning. This shows that generation Z had the potential to do impulse buying when they shopped for fashion products.

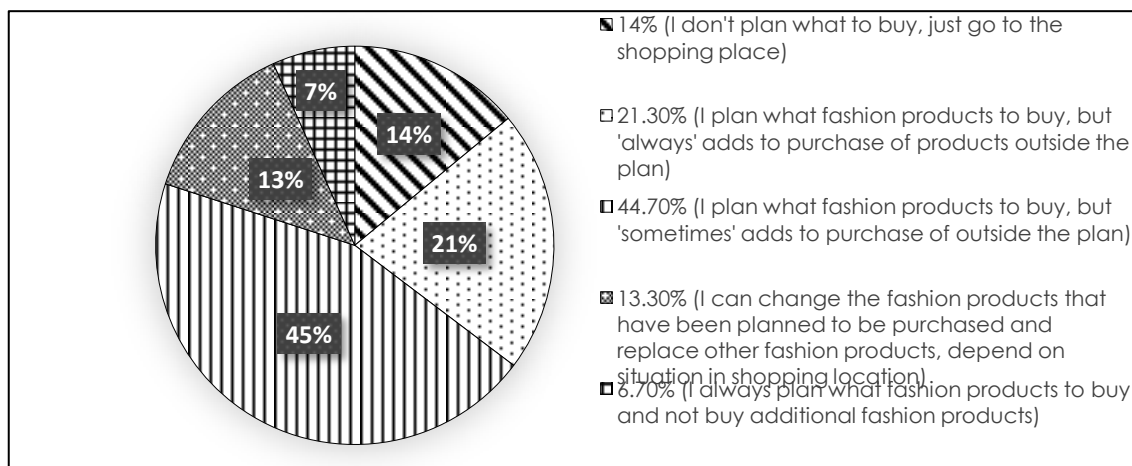


Fig 2: Fashion Product Shopping Behavior of Generation Z in Indonesia

High impulse buying in generation Z shows that one potential increase in sales that can be maximized is impulse buying of consumers. Business persons can continue to study the factors that can trigger impulse buying of consumers, both generation Z and all consumers in general.

5. Conclusions

Hedonic shopping value (novelty, fun, praise from others, escapism and social interaction) had a significant effect on impulse buying. Generation Z as one of the youngest generations today does have a high interest in fashion products (Park et al., 2006). Fashion also becomes a necessity for them to express their identity in public. For generation Z, shopping for fashion products, such as clothes, shoes, and bags is a very important activity for them (Paakkari, 2016). The high hedonic shopping value of generation Z and its significant effect on impulse buying must be responded with the right strategy. Providing stores and concepts that can meet the needs for entertainment, fun experience, sensation of adventure, and comfort to meet/gather and shop with friends are some strategies that can be used. Unique fashion products that adapt to the trends should be a serious concern for business persons when they want to take advantage or increase sales opportunities from the impulse buying done by generation Z, which is caused by hedonic shopping value.

For consumers, especially generation Z, they should always be wise when shopping. There are driving factors like fashion involvement and hedonic shopping value that can lead to impulse buying. Impulse buying can make a person buy unwisely and not based on need. Purchases that are not wise and not based on needs tend to be reckless and result in regret. For business persons in the field of fashion, the results of this research could be additional information and references to implement and develop strategies in responding to the hedonic shopping value of generation Z. Hedonic shopping value of generation Z had the potential to lead them to impulse buying. Providing stores and concepts that can provide needs such as entertainment, pleasant experience, sensation of adventure, and comfort for meeting/gathering and shopping with friends are some of the strategies that can be used. Unique fashion products that were constantly updated and follow the ever-developing must also be serious concerns for business persons when they wanted to increase sales through impulse buying of generation Z. For researchers, the results of this research are expected to serve as literature and references to develop a more in-depth and comprehensive research on impulse buying of generation Z. Research that specifically examines impulse buying of generation Z, both in Indonesia and in the world, has not been widely conducted by researchers despite generation Z being very potential in terms of the population, influence on family, and purchasing power in the future.

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