

UNDERSTANDING THE EFFECT OF HEDONIC SHOPPING VALUE ON IMPULSIVE BUYING BEHAVIOURS IN YOUNG ADULT WOMEN THROUGH THE CASE OF MIDNIGHT SALE

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ABSTRACT

Primarily in big cities, the trend of shopping centers conducting midnight sales have become a part of its business vernacular. First and foremost, the purpose of this midnight sale is to sell old merchandise. It is also a strategy for promotions. Usually, this program begins at night until early morning. From these midnight sales, women are the key target market and represent the majority of the consumers. Coming with the assumption that women tend to be more consumptive, one of the reasons that supported the claim would be relied upon to the whole notion that women might have more spontaneous shopping tendencies. This tendency for consumptive behavior is known as impulsive buying behavior. One of the internal factors of impulsive buying behavior is value. This additional value can lead to that sense of motivation in consumers before their purchase where the type of motivation can be categorized as hedonic shopping value. More importantly, the purpose of this study was to determine the effect of hedonic shopping value on impulsive buying behavior on young adult women. This study uses a quantitative method with a simple linear regression analysis method, which is to test the extent of the causal relationship between the hedonic shopping value variable as the independent variable (IV) and the impulsive buying behavior as the dependent variable (DV), which is applied to 112 samples consisting of women with the age range of 25 - 35 years. The results of this study indicate that there is a significant influence shown by the hedonic shopping value on impulsive buying behavior with an R Square value of 0.509, meaning that the hedonic shopping value which affects impulsive buying behavior is 50.9% and 49.1% is affected by other factors that are not examined.

Keywords: Impulsive buying behavior, hedonic shopping value, young adulthood woman.

PRELIMINARY

The emergence of shopping centers is likely to be driven and correlated to the growing and modernizing society, including the fast-paced lifestyle. Modern society has limited time for leisure in comparison to their active and demanding lifestyle. The fast-paced life of urban residents and congestion in Jakarta also implied that it became harder to shop during working hours (on average of 08.00 – 17.00). In response to these conditions, the people who work during the said working hours, several shopping centers in the capital have ignited and hosted this midnight sale program. According to Taftayani (2011), midnight sale is similar to a massive garage sale program that was initially only conducted by certain department stores in several shopping centers. The purpose of this midnight sale was to sell the remaining merchandises that were still available. As the name implies, this program usually takes place during the night until early morning. The duration of the midnight sale program in a mall varies from 2 to 3 days.

The shopping phenomenon led to the question of whether it has something to do with women attention and shopping behavior, as the results of the survey conducted by Nielsen Shopper Trends (2011) placed women at the top category of the group which has more inclination to shop, the data showed at 74% of the respondents surveyed belong to the category, while the remaining 26% are men. In the words of Ramaun, the Associate Director of Retailer Services (2011, in tempo.co.id) that shopping is an activity that many women associated with a hobby or personal liking to fulfill their interest, and it is embedded deeply with society, in addition to that Ramau added there is a correlation between purchasing goods with that very idea. It is translated into seeing this activity as something that shall offer women; a sense of perfection and beauty. On the contrary, shopping for men can be a functional routine, where one can grab what they need and left with no further interest in giving deeper meaning to the activity. The activity ended as one came to acquire only the things that one might need.

According to Tjiptono (2005), one of the fundamental factors in the study of consumer behavior is the premise that "people often buy products not for what they do, but for what they mean," in other words, consumers buy a product not solely because of pursuing its functional benefits. But it has a deeper meaning than that, people also seek certain meanings such as self-image, prestige, and even personality. Wittasari (2008) adds that women in the age range of 25 - 35 years are very vulnerable to becoming obsessed with shopping or having excessive consumptive behavior, especially because they generally are at the working and have earned themselves a living. At the age of 25-35 years, women are in the position of early adulthood (young adult), which is according to Papalia, Olds & Feldman (2008) can be ranged between the ages of 20 and 40 years. Around the age of 20-40 years, women have a higher tendency of becoming obsessive shoppers. Researchers assumed that these young adult women who become obsessive shoppers or have excessive consumptive behavior tend to elude logic, instead, they follow their intuition during the activity. It is evident by the Point of Purchase Advertising Institute (POPAI) (in Astuti & Fillippa, 2008), the data showed that around 75% of purchases at malls are made unplanned. Unplanned purchases that are discussed, are what earlier was described as impulsive buying behavior.

Impulsive buying behavior is the tendency of consumers to buy something spontaneously, reflexively, suddenly, and automatically (Rook & Fisher in Negara & Dharmamesta, 2003). From this definition, we can see how impulsive buying behavior is a natural thing and a form of fast reaction to a condition. Furthermore, according to a study conducted by LSPR on Matahari Department store (2009, in LSPR Communication, 2010), the midnight sale program pushed consumers to shop in larger quantities in comparison to regular sales, this is due to the massive discounts that are available at these midnight sales which are not apparent in other sales. From the discussion above, researchers suspect that most of the purchases made at midnight sales are related to impulsive buying behavior for consumers.

According to Solomon (2004), "motivation refers to the process that leads people to behave as they do. It occurs when the need aroused that the customer wishes to satisfy." Meanwhile, according to Schiffman and Kanuk (2008), the definition of motivation is "The driving force within individuals that impulse them to action". Based on this, it can be concluded that motivation is the driving force that causes a person to do or pursue a certain activity. In other words, the consumer's motivation arises because of their efforts to achieve a certain level of satisfaction which ultimately leads to and or creates their shopping behavior. Holbrook and Hirschman (1982, in Rahmawati 2009) divide consumer shopping behavior into two concepts, hedonic and utilitarian. Hedonic shoppers are consumers who prioritize experience and pleasure in shopping, whereas utilitarian shoppers are goal-oriented consumers. In another

literature, Babin, William, and Griffin (1994) suggest that hedonic shopping motivation has similar goals to the utilitarian shopping motivation. The underlying premise of hedonic shopping motivation is an act solely done for gaining that pleasant experiences, fulfilling fantasies, and sensory stimulation.

Rintamaki, Kanto, Kuusela, and Spencer (2006) pointed out that customers realize the value of hedonic shopping when the behavior is accepted as their rights. In the case where this was not validated through the shopping lists that have been made previously. It can mean that the hedonic shopping value existed solely for consumer satisfaction. This behavior is in action as the consumer infringed their plan to purchase other things accordingly or their refusal to comply with the predetermined products. As a result, researchers found the correlation between impulsive buying behavior and hedonic shopping to be quite the discovery as they move forward with this research. This study aimed to provide information about the effect of hedonic influence on impulsive buying behavior in young adult women as consumers, the effect will be reflected through the case study that is midnight sale.

METHOD

In this study, the researchers are using a quantitative approach to answer the main research question. The sample from the population within this study consisted of young adult women, those who had attended midnight sales at least in the last six months. The samples are taken from groups of young adult women within the age range of 25-35 years who are residing around Depok and South Jakarta and must have participated in midnight sales to fill out the research questionnaires. In this study, the researchers had sampled 112 people. Moreover, the sampling technique is based on non-probability sampling that is known as accidental sampling. The research uses accidental sampling because it comes with an ease of accessing samples from the population (Kumar, 2005).

The data analysis method used in this research is regression analysis, the purpose of this regression analysis is to determine the effect of a variable on other variables (Nisfiannoor, 2009). Nisfiannoor (2009) stated that in the regression analysis, the variables that influence are called Independent Variables (IV), and the variables that are affected are called Dependent Variables (DV). In this case, if within the regression equation there is only one independent variable and one dependent variable, then we have simple regression. Moreover, simple regression analysis can be used to determine the effect of the independent variables on the dependent variable or in other words to find out how far changes in the independent variable affect the dependent variable (Nisfiannoor, 2009).

The measuring instruments in this study are developed through and adapted from the impulsive buying behavior theory from Rook and Fisher (in Negara & Dharmamesta, 2003) and the hedonic shopping value theory from Scarpi (2006). The measuring instruments used in this study accounted the impulsive buying behavior with a total amount of 60 items and hedonic shopping value with a total amount of 35 items. This decision was made due to the condition, as there is no specific measuring tool that can specifically measure impulsive buying behavior and hedonic shopping value for the case study.

DISCUSSION

In the data analysis for this particular study, researchers are using a simple linear regression analysis method that will explain the effect of hedonic shopping value on impulsive buying behavior afterward it will be processed using SPSS version 13.0 for windows. Where there we

categorize the hedonic shopping value variable as the independent variable and impulsive buying behavior as the dependent variable.

The results of the regression analysis between hedonic shopping value and impulsive buying behavior, as the R-value, shows that the magnitude of the relationship between hedonic shopping value and impulsive buying behavior is 0.714 with a significance level of 0.000. From this data, it is visible that there is a corresponding effect between hedonic shopping value on impulsive buying behavior. The value of R square is used to measure how much effect the hedonic shopping value has on impulsive buying behavior. The R square data showed that there is 0.509 (50.9%) and that can be interpreted as how the hedonic shopping value has an effect on impulsive buying behavior to the extent of 50.9% while the other 49.1% can be factored by other aspects which were not examined in this study.

To see whether the regression method can measure the effect of independent variables on the dependent variable, the F value from the ANOVA table is 114.073 with a significance level of 0.000. The value indicated that the regression model obtained can be used to predict impulsive buying behavior ($p < 0.05$).

From this study, it was discovered that there was a significant correlation between hedonic shopping value and impulsive buying behavior. Based on these results, we can see that as consumers, young adult women, are more likely to be involved and take part in impulsive buying behavior when they are motivated by hedonic needs and desires, such as pleasure, fantasy, and social or emotional satisfaction through shopping. Therefore, when someone has increased pleasure through the said activity, this will only encourage their impulsive buying behavior. In this context, the sample demographic data that the researchers took when conducting the study showed that the marital status (whether the consumer is married or unmarried) played no significant role that can affect impulsive buying behavior in shopping for the case of midnight sales. Moreover, the types of occupations and the level of education from the data collected as we categorized them into students, employees, self-employed, or homemakers also have no direct correlation to their impulsive buying behavior. We can also see that earnings or personal income did not affect their impulsive buying behavior just as well. This conclusion was taken as the researchers obtained data from various women with different incomes such as <1,000,000 rupiah, 1,000,000-2,500,000 rupiah, 2,500,000-4,000,000 rupiah, and >4,000.00 rupiah. These are the results that are concluded through ANOVA as it was processed in SPSS version 13.0 for Window.

The results of this study indicate that there are a significant effect and correlation that took place between hedonic shopping value and impulsive buying behavior in young adult women, through the case of midnight sales. Therefore it can be said that the results of this study are similar to the research that was conducted by Rachmawati (2009), as the result of their studies indicated that there are underlying internal factors for hedonic shopping value such as positive emotions, it is corresponding to the response of impulsive buying behavior. In other literature, Premananto (2007) also stated that a person's emotions during shopping can affect the tendency for someone to carry out with their impulsive buying behavior.

CONCLUSION

Based on the research, as for the case of midnight shopping, it can be concluded that there is a significant effect between hedonic shopping value and impulsive buying behavior for young adult women. The magnitude of the influence between hedonic shopping value on impulsive

buying behavior, which is as significant as 0.509, therefore it can be concluded that hedonic shopping value affects as it contributes 50.9% to impulsive buying behavior, as for the other 49.1% is influenced by other factors which were not examined in this study.

SUGGESTION

Based on the research and the obtained results, the researcher divided the suggestions into two main points that are theoretical understanding and practical one. Based on the theory, considering the results of this study discovered that the effect of hedonic shopping value affected impulsive buying behavior by 50.9%. Nonetheless, in further research, we can examine other psychological aspects such as mood and shopping habits that can be explained through the demographics and another sample that can measure the effect of hedonic shopping value on impulsive buying. The researchers expected that the consumers, especially the young adult women to better understand the causes that affected their impulses to shop that may occur during the midnight sales. To control this impulse, the researchers suggested that these customers create and follow through with their shopping list of what items to purchase, the list should be made according to their needs and it is an important aspect to bring before going to the midnight sale.

The data helped us understand that consumers or the decision-makers should plan accordingly in relation to the goods that are about to be purchased. Planning as a preventive measure should be done to reduce the possibility of impulsive buying behavior, especially during midnight sales. Here, we can see how the negative impact of prolonged and excessive impulsive purchases can lead to other financial problems.

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