Shopping lifestyle as intervening relation between hedonic motive and gender on impulse buying

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ABSTRACT

This study was intended to determine whether hedonic motive and gender have directly influence on impulse buying through shopping lifestyle of visitors of Adidas Store in Pakuwon Trade Centre Surabaya Indonesia. This location is appropriate as a research site under consideration because its mall has upper middle market segment which is suitable as respondents in this research context. There were 100 respondents used in the study. Based on path analysis from regression method, the results obtained show that hedonic motive and gender have directly and significantly influence on impulse buying. Also, hedonic motive and gender have significant and indirect influence on impulse buying through shopping lifestyle.

INTRODUCTION

The attractiveness of impulse buying has being in existence since 1986 when Welsh reported that nine out of ten people engage impulse purchases (Coley, 1999: 3). Considering the nature of impulse buying as being contagious (Beatty and Ferrell, 1998: 169), it is not surprising to see marketers focusing more on impulse buying. This may be mainly due to the fact that impulsive buying behaviour is influenced by internal as well as external factors of the customers themselves (Kim, 2003: 1; Coley and Burgess, 2003: 284). According to previous studies, impulse buying is driven by outer stimulus (Dawson and Kim, 2009: 22). Behavioral tendency of upper-income society to choose sports shoes are more related with quality, style, brand rather than the price and this constitute impulse buying.

Rock and Fisher in Park and Kim (2006) defined impulse buying as a consumer tendency to buy spontaneously, not reflectively and hastily; driven by emotional and psychological aspects of a product and tempted by the persuasion of marketers. Several kinds of consumer goods come from unplanned purchases (impulse buying). The most commonly reported are purchases of clothing, jewelry and accessories that are favorable in appearance (Park and Kim, 2006).

Purchase decision especially the impulse buying decision can be influence by different factors of consumers. The impulse buying behavior makes the customer to have shopping experience. This experience can be categorized into hedonic shopping value. Park and Kim (2006) determining product-specific impulse buying behavior, and one important factor was hedonic motive. According to Hausman, cited by Rachmawati (2009), hedonic desire plays an important role in impulse buying. Rachmawati (2009) examined the relationship between hedonic shopping values with impulse buying, where hedonic shopping value affects the behavior of impulse buying of someone who shopped at the department store. Hedonic shopping value reflects the shopping potential and emotions value of customers in shopping. Consumers are more likely to engage in impulse buying behavior when they are motivated or have hedonic needs and desires, such as pleasure, fantasy, and social or emotional satisfaction. Hedonic consumption covers aspects of behavior associated with multi-sensory, fantasy, and emotional consumption driven by benefits such as fun in using the product and...
aesthetics (Park and Kim, 2006).

Motive hedonic is defined as consumption of products which are mainly based on the desire to experience pleasure and happiness (Tifferet and Herstein, 2012: 177). Hedonic motives include aspects of behavior associated with multi-sensory, fantasy and emotional consumption driven by the benefits of such a great pleasure in using the product and aesthetics. Rohman (2009: 252) reported that hedonic value of consumption is associated with consumption experience, feelings, fantasies, pleasure, and sensory perception, which affects a person’s emotional experiences. A person’s emotion in relation to the environment is based on his/her experience within the environment. Consumers who are shopping for leisure expect higher level of hedonic value. Rohman (2009: 252-253) also added that the desire of consumers to seek hedonic value of shopping can result in the presence of impulse buying.

Although there appears to be little controversy about the importance of hedonic consumption, those activity can not be restricted. Alba and Williams (2012) reported that hedonic consumption behavior covering aspects related to multi-sensory, emotional fantasies and consumption are controlled by benefits such as pleasure in using the product and aesthetic approaches. This shows that consumers are more likely to engage in impulse buying when they are motivated by their desires and hedonic or economic reasons, such as the fun, fantasy, and social or emotional satisfaction (Rachmawati, 2009: 194).

Some previous reports show that gender differences are also influential in consumer behavior. For example, Gentry in Tifferet and Herstein (2012) reported a significant difference between men and women in shopping behavior. Coley and Burgess (2003), Dittmar et al. (1995) and Rook and Hoch (1985) also reported that women tend to make more impulse buying than men (Tifferet and Herstein, 2012). Tifferet and Herstein (2012) research suggests that women would show higher level of impulse shopping.

Shopping lifestyle can also have an impact on impulse buying behavior. Shopping lifestyle refers to the consumption patterns that reflect one’s choice about how to spend time and money. In the economic sense, shopping lifestyle shows the way chosen by someone to allocate revenue, both in terms of allocation of funds for various products and services, as well as certain alternatives in the same category differentiation (Japarianto and Sugiharto, 2011). Shopping lifestyle is an expression of lifestyle in shopping that reflect difference in social status (Japarianto and Sugiharto, 2011). Furthermore, Lumintang (2012) found out that the higher the hedonic motivation; the higher the shopping lifestyle.

Upper middle class community behavioral tendency to choose sports shoes are more concerned with quality, model, brand rather than price. Also, it creates impulse buying, when the wanted products are in trade centers.

According to Kotler (2008: 192) lifestyle is a person’s way of expressing his/her activities, interests and opinion. Lifestyle describes the whole person as he/she interact with the environment. Lifestyle describe the entire pattern of someone in the act in relation to his/her interaction with the world.

Mowen and Minor in Sumarwan (2011: 45) explained that lifestyle reflects a person's consumption pattern and describes how he/she uses time and money. Lifestyle has properties that are not permanent or rapidly changing. Sumarwan (2011: 45) reported that lifestyle is often depicted with the activities, interests and opinions of a person.

Cobb and Hoyer in Tirmizi (2009: 524) defined shopping lifestyle behaviour as a series of comments and personal opinions about the purchase of a product. Zablocki and Kanter in Japarianto and Sugiharto (2011) explained that shopping lifestyle depict the way chosen by someone to allocate revenue, both in terms of allocation of funds for various products and services, as well as certain alternatives in the same category distinction. Moreover, Jackson in Japarianto and Sugiharto (2011) reported that it is an expression of lifestyle in shopping lifestyle that reflects differences in social status. Based on these definitions, it can be concluded that lifestyle shopping is a way for someone to allocate time and money to a variety of products, services, technology, fashion, entertainment and education in a shop that reflects differences in social status.

A hypothesis that states that hedonic motive have direct influence on the impulse buying (H1) was put forward based on the above discussions.

Gender is one of the most common segmentation criteria used by marketers. According to Putrevu in Tifferet and Herstein (2012), inequality of women and men are easy to identify, easy to access, and large enough to be profitable. Moreover, some researchers in Tifferet and Herstein (2012), like Gentry put forward that there are significant differences in consumer behavior between women and men. Women process information in advertising and product information messages in a way that is more detailed and comprehensive than men (Meyers-Levy and Sternthal, 1991; Kemptf et al., 2006; Laroche et al., 2000). Coley and Burgess (2003), Dittmar et al. (1995) and Rook and Hoch (1985) reported that women also tend to make more impulse purchases than men.

Kruger and Biker in Tifferet and Herstein (2012) found out that women tended to carefully examine a product before they buy, preferring to choose from a wide range of products, and more likely than men, to pay attention to when an item is likely to be sold. According to Verplanken et al. (2005) in Tifferet and Herstein (2012), women can use impulse buying as a means to improve their mental state. So, it can be concluded that gender have direct
influence on impulse buying ($H_2$).

The study of Sembiring (2013: 1-13) determined lifestyle shopping, fashion involvement, and impulse buying behavior on consumers in the store "Top Man, Top Shop" in Paris Van Java Mall Bandung and the influence of lifestyle and fashion shopping involvement against impulse buying behavior either partially or simultaneously. By multiple linear regression toward 82 visitors who made purchases of fashion products in "Top Man, Top Shop" Paris Van Java (PVJ) Bandung Sembiring (2013: 1-13) showed that simultaneous involvement of lifestyle and fashion shopping had a significant impact on impulse buying at the store. This was based on strong links between lifestyle and fashion shopping involving impulse buying. In partial, lifestyle and fashion shopping involvement has a significant influence on impulse buying. From these two variables, shopping lifestyle provided the most impact on impulse buying and followed by a variable fashion in which the influence of both were significant. By these explanation, it can be said that hedonic motive had indirectly influence on impulse buying through shopping lifestyle ($H_2$).

The study of Tifferet and Herstein (2012) was to compare between men and women in reporting a higher level of commitment in terms of brand, hedonic consumption, and impulse buying. There were 257 students (153 male and 104 female). The results obtained show that women had higher levels of brand commitment, hedonic consumption, and impulse buying compared to men. It was concluded that gender had an indirectly influence on impulse buying through shopping lifestyle.

MATERIALS AND METHODS

The population of study in this research consist of all consumers patronising Adidas Store in Pakuwon Trade Center Surabaya. The sampling technique used was purposive sampling because the sample was based on the consideration and decision of the researcher. Since the number of population in this study was not known, the formula of "unknown number of population" was used as follows:

$$n = \left( \frac{Z_{α/2} \sigma}{e} \right)^2 \ldots \text{(Ridwan, 2006)}$$

(1)

Where:

- \( n \) = Number of samples
- \( Z_{α/2} \) = measure of the level of confidence, \( α = 0.05 \)
- \( Z_{α/2} \) = \( \sigma \) (confidenc level 95%) means, \( Z_{α/2} = d \) \( Z_{(1-α)} \) where 0.05/2 = 0.025
- \( \sigma \) = deviation standar (0.25)
- \( e \) = error standard or errors that can be tolerated (5% =0.05)

$$n = \left( \frac{Z_{α/2} \sigma}{e} \right)^2 = \left[ \frac{(1.96) \cdot (0.25)}{0.05} \right]^2 = 96.04 \quad \text{(2)}$$

Thus, the number of samples taken in this study were 97 respondents. For the representative results, the research took a sample of 100 respondents. Data were collected by questionnaires and the answers from respondents were stated in writing. This technique requires the respondent to read and answer questions without any accompanying research (Indrianto and Supomo, 2009).

The operational definition of variables that were related to the title and formulation are as follows:

Firstly,

- Impulse buying was refered to as indicators of Japariantio and Sugiharto (2011) among others;
- Special deals (if there was a special offer, I tend to shop a lot);
- Latest model (I tend to buy the latest model shoes though perhaps it did not suit me);
- Without thingking (when shopping for fashion products, I tend to shop without thinking first);
- Directly entering the shopping centre (afterentering the shopping center, I immediately entered a shoes store to buy something);
- Obsessed shopping (I tend to be obsess to spend the money I bring in part or in whole for the products of shoes);
- Tend to buy eventhough I did not need it (I tend to buy shoes products eventhough I do not quite need it).

Secondly, hedonic motives like consumers want to satisfy their curiosity, to offer a new experience, and to feel like exploring a new world (Park and Kim, 2006).

Thirdly, shopping lifestyle like advertisement bid, the latest model, famous brand, best quality, buy a different brand, and other equal brand (Japariantio and Sugiharto, 2011).

Fourthly, gender was a consumer demographic factors based on sex. Gender category in this study was divided into two that, i.e., male and female. It was measured by indentifying dummy \( 0 = \text{female} \) and \( 1 = \text{male} \).

To test the effect of intervening variables, it used path analysis method (Path Analysis). Path analysis was an extension of multiple linear regression analysis which functioned to assess causal relationships between variables that are predetermined based on theory (Ghozali, 2007). In this study, there are four variables which parameters were analyzed, namely hedonic motive, gender, shopping lifestyle against impulse buying.
with shopping lifestyle as an intervening variable as shown in Figure 1.

Parameter β1 to β5 were beta standard coefficient produced by 2 pieces of regressions that are:

Impulse buying = β₁ Hedonic motive + β₂ Gender + β₅ Shopping Lifestyle (3)

Shopping lifestyle = β₃ Hedonic motive + β₄ Gender (4)

The direct effect of hedonic motives on impulse buying was indicated by the parameters β₁ and direct influence of gender on the impulse buying was indicated by the parameter β₂. Indirect influence of hedonic motive on the impulse buying through shopping lifestyle was indicated by multiplying the parameter β₃ with parameter β₅, whereas indirect influence of gender on the impulse buying through shopping lifestyle was indicated by multiplying the parameter β₄ by parameter β₅.

**RESULTS AND DISCUSSION**

Descriptive analysis describes the responses of 100 respondents related to relationship marketing and customer satisfaction Adidas Store Pakuwon Trade Center Surabaya. Descriptive analysis of hedonic consumption (Table 1) showed that majority of respondents “agree” to the statement “I bought Adidas products because they want to satisfy the curiosity of the product” to have the highest average value of 3.70. While the overall variables hedonic consumption scored an average 3.42.

By observing these results, the majority of the 100 respondents on average provide answers to the questionnaire “agree” in the interval 3.40 - < 4.20. The results of the minimum standard deviation value of 0.533 which means it has the data with the data variability or diversity of the smaller or more homogeneous, while the standard deviation maximum value of 0.817 which means that there is great variability in the data.

Shopping lifestyle (X₂) the majority of respondents said “Agree” to the statement “I tend to buy the latest models of shoes when I saw him at the Adidas Store” by having the highest average value of 3.71. And overall variable Lifestyle Shopping scored an average 3.52 (Table 2).

By observing these results, the majority of the 100 respondents on average provide answers to the questionnaire “Accept” in the class interval 3.40 - <4.20. The results of the minimum standard deviation value of 0.545 which means it has the data with the data variability or diversity of the smaller or more homogeneous, while the standard deviation maximum value of 0.817 which means that there is great variability in the data or the increasingly heterogeneous.
Table 2. Response of respondents toward shopping lifestyle.

<table>
<thead>
<tr>
<th>Number</th>
<th>Statement</th>
<th>Mean</th>
<th>Std. Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I tend to respond to it, when there is an offer on product advertising shoes</td>
<td>3.33</td>
<td>0.817</td>
</tr>
<tr>
<td>2</td>
<td>I tend to buy the latest models of shoes when I saw him at the Adidas Store</td>
<td>3.71</td>
<td>0.769</td>
</tr>
<tr>
<td>3</td>
<td>I tend to buy famous brand shoes</td>
<td>3.35</td>
<td>0.702</td>
</tr>
<tr>
<td>4</td>
<td>I often buy different brands of shoes are different than regular brands I buy</td>
<td>3.69</td>
<td>0.545</td>
</tr>
<tr>
<td>5</td>
<td>I'm sure there are other brands of shoes that are as good as I buy</td>
<td>3.69</td>
<td>0.761</td>
</tr>
<tr>
<td>6</td>
<td>I'm sure there are other brands of shoes that are as good as I buy</td>
<td>3.35</td>
<td>0.702</td>
</tr>
<tr>
<td>Mean</td>
<td></td>
<td>3.52</td>
<td>0.716</td>
</tr>
</tbody>
</table>

Table 3. Response of respondents toward impulse buying.

<table>
<thead>
<tr>
<th>Number</th>
<th>Statement</th>
<th>Mean</th>
<th>Std. Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I would tend to shop a lot, when there are special offers</td>
<td>3.56</td>
<td>0.891</td>
</tr>
<tr>
<td>2</td>
<td>I would tend to choose the latest model even though it may not suit me</td>
<td>4.22</td>
<td>0.645</td>
</tr>
<tr>
<td>3</td>
<td>When shopping for shoes products, I tend to shop without thinking beforehand</td>
<td>3.64</td>
<td>0.644</td>
</tr>
<tr>
<td>4</td>
<td>Upon entering the shopping, I immediately entered the Adidas store to buy something</td>
<td>3.55</td>
<td>0.892</td>
</tr>
<tr>
<td>5</td>
<td>I tend to obsess to spend money that I bring partly or wholly for products in Adidas shoes</td>
<td>4.13</td>
<td>0.661</td>
</tr>
<tr>
<td>6</td>
<td>I tend to buy products shoes even though I do not quite need it</td>
<td>3.66</td>
<td>0.639</td>
</tr>
<tr>
<td>Mean</td>
<td></td>
<td>3.79</td>
<td>0.729</td>
</tr>
</tbody>
</table>

For impulse buying (Y), the majority of respondents stated “Strongly Agree” to the statement “I would tend to choose the latest model even though it may not suit me” by having the highest average value of 4.22. While the value of overall average of 3.79. By observing these results, the majority of the 100 respondents on average provide answers to the questionnaire “Accept” in the class interval 3.40 - <4.20. The results of the minimum standard deviation value of 0.639 which means it has the data with the data variability or diversity of the smaller or more homogeneous, while the standard deviation maximum value of 0.892 which means that there is great variability in the data or the increasingly heterogeneous (Table 3).

Validity test

Test validity is testing using of the calculation of Pearson product moment correlation coefficient with the significant level of 0.05. Based on Table 4 it shows that the results of testing the validity of the indicators of all the independent variables and the dependent show valid, because p<0.05 so it was stated that all the variables of the study was valid.

Reliability test

Hedonic consumption variable (X₁) and shopping lifestyle (X₂) as the independent variable and impulse buying (Y) as the dependent variable is declared reliable, because all the alpha value (rhitung)> 0.6 (Table 5).

Result of path analysis

The results of the calculation of path analysis consists of standardized coefficient (beta) and the level of significance of the relationship between variables was shown in Figure 2.

Direct relationship

Direct connection of hedonic motive to Impulse buying was indicated by β1 which equal to - 0.165 with a significance level of 0.023. With these results, the direct relationship between hedonic motives against Impulse buying was significant because the level of significance of 0.023 was less than 0.05.

Shopping style is determined by the motivation of the person shopping. Pleasure shopping experience and comfortable in Adidas Store certainly create a habit to shop at Pakuwon Trade Centre Surabaya. This habits is certainly going to be a lifestyle shopping that formed by an experience shopping. This meansconformity with Park
and Kim (2006: 441) explains that consumers feel more excited and satisfied during shopping when they showed curiosity, needs to experience new experiences, and feelings explore the new world. This finding supports the involvement of hedonic motivations in shopping lifestyle. This is because, when a person shopping hedonist, then he would not consider a benefit of the product so that the likelihood of impulse purchases will also be higher. Thus, the results of this study support ongoing research Gültekin and Özer (2012) which states hedonic motives have a significant influence on the impulse buying. That is an increase or reduction in lifestyle or the lifestyle
shopping consumer shopping will give influence on the rise or Impulsive buying declining consumer Store of Adidas.

The direct relationship of gender to impulse buying which was indicated by $\beta_2$ was equal to 0.400 with a significance level of 0.000. With these results, the direct relationship between the gender and the impulse buying was significant because the level of significance of 0.000 was less than 0.05. The direct effect was said to be significant if the significance level ($\alpha$) was smaller than 0.05. This shows that in general women have dominance in terms of affection. This results proved Kollat and Willett (1969) that women have more endurance lower than men in its efforts to resist the urge to shop is due in general women contribute more towards shopping (Coley and Burgess, 2003: 290). This result is consistent with previous studies (Rook and Hoch, 1985; Fischer and Arnold, 1990; Tifferent and Herstein, 2012) stating that women enjoy shopping more than men.

Indirect relationship

Path coefficients $\beta_1$, $\beta_2$ and $\beta_5$ was shown in regression calculation results in Figure 2. Indirect influence of hedonic motive on impulse buying through a shopping lifestyle was $\beta_3 \times \beta_5$ that was $0.430 \times 0.421 = 0.181$ and the second parameter was significant since both parameter were significant, those are $\beta_4$ and $\beta_5$. The indirect effect was said to be significant if both multiplication parameter was significant. The results show that shopping lifestyle influence as a mediator between the hedonic motives with impulse buying. Thus, the results of this study are consistent with research Musriha (2011) and Lumintang (2012) which states hedonic motives have a significant influence on the Impulse Buying through a shopping lifestyle.

Indirect influence of gender on the impulse buying through a shopping lifestyle was $\beta_3 \times \beta_5$ that was -0.370 ×0.421=-0.156 and significant because both parameters were significant, those are $\beta_3$ and $\beta_5$. The indirect effect was said to be significant if both multiplication parameter was significant.

From the result, the conclusions of this research are the first hypothesis which states that the hedonic motive significantly and directly influence impulse buying was acceptable. The second hypothesis which states that the gender significantly and directly influence impulse buying was acceptable. The third hypothesis which states that the hedonic motive significantly and indirectly influence impulse buying through shopping lifestyle was acceptable. The fourth hypothesis which states that gender significantly and indirectly influence the impulse buying through shopping lifestyle was acceptable. Recommendations from this study, according to the conclusion, it was recommended to prioritize services to consumers with consumer characteristics hedonic and gender of women to increase impulse buying at the Adidas Store in Pakuwon Trade Centre Surabaya.