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Hedonic Shopping Motivation, Shopping Lifestyle, Price Reduction toward Impulse Buying Behavior in Shopping Center

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Abstract---The study aimed to determine the effect of hedonic shopping motivation, shopping lifestyle, price reduction on impulse buying behavior in Mall Bali Galeria Shopping Center Denpasar. The study population was visitors to Mall Bali Galeria. There were 90 sample respondents. Sampling using accidental sampling technique. The technique used for data collection using a questionnaire with a Likert scale measurement tool. The type of data used in the current study was qualitative and quantitative data. The data analysis method used was a validity test, reliability test, classic assumption test, and multiple linear regression analysis tests using the SPSS version 22.0 application. The study results stated that the variable hedonic shopping motivation, shopping lifestyle, price reduction has a positive and significant effect partially and simultaneously on impulse buying behavior in Mall Bali Galeria Shopping Center Denpasar.

Keywords---hedonic shopping motivation, impulse buying behavior, price reduction, shopping lifestyle.

Introduction

The economic income development in this globalization era has increased consumer desire for goods and services. It makes business entrepreneurs open businesses in retail. It is one of the causes of the very tight competition between retail entrepreneurs. In order to get the best position in the market, the company must pay attention to customer satisfaction in providing the best service. The retailers as a company on their efforts to increase sales do intensive promotions, add new products, open new outlets, raise prices or emphasize costs (Ma'ruf, 2006; Wisudawati & Maheswari, 2018). One modern retail is easy, convenient, and crowded with people around is the Mall or Shopping Center. The increased shopping centers in Bali from year to year make those visiting shopping centers become the most visitors visit due to they want to shop for clothes. Not only competition between retailers, competition between brands in the fashion industry, especially in Indonesia, is getting tougher both the domestic brands come from abroad. The fashion industry is often found in entertainment centers or malls include Zara, Mango, Hermes, Stradivarius, H&M, Uniqlo and many others. The arisen competition between the fashion industries makes a company or marketer must be able to maintain and increase sales.

The present study relies on four variables, namely hedonic shopping motivation, shopping lifestyle, price reduction, and impulse buying behavior. The following is each variable explanation. *First*, hedonic shopping motivation is a motivation for shopping. It can make fun of ourselves. Hedonic shopping motivation is a very related factor. It increases impulse buying behavior. Purnomo & Riani (2018), stated that hedonic shopping motivation had a significant effect on impulse buying. Hedonic is a factor can affect impulse buying behavior. Park & Lennon (2006) in Yistiani *et al.* (2012), stated that impulsive buying behavior is often influenced by several things. The one is the hedonic nature. It shows consumers may be involved in impulse buying. If they are motivated on hedonic traits unlike pleasure, fantasy, and emotional satisfaction. Since shopping experience includes hedonic needs, the product

is to be purchased appears to be chosen without prior planning. Therefore, consumers will create an impulse buying event.

For everyone who shopping is a very pleasant behavior, especially, for women who most are very fond of shopping. In order to meet their daily needs, shopping can change one's mood, relieve stress or eliminate boredom. Most shopping creates unplanned buying behavior or impulse buying behavior. Impulse buying behavior is the behavior that purchases goods and services spontaneously or not planned in advance. Impulse purchases occur in items unlike women's clothing, men's clothing, jewelry, beauty tools, food, and household items (Eseosa & Mik, 2015; Pandey, 2017).

The previous study's result has been conducted by some consumers. They often make impulse buying purchases due to *first*, the urge to get pleasure in shopping. *Second*, one's lifestyle of meeting needs. *Third*, due to attractive discounts or discounts. However, it is not uncommon to find consumers who do not make impulse purchases due to narrow consumer passages. Wherein, during crowded times visitors often jostle, income is insufficient to make purchases and giving discounts only on certain products. Based on the background above explanation, the researchers are interested in research to determine the effect of hedonic shopping motivation, shopping lifestyle, price reduction on impulse buying behavior in Mall Bali Galeria Shopping Center Denpasar.

There are four questions to be answered in the current study. (1) How is the effect of hedonic shopping motivation on impulse buying behavior? (2) How is the effect of shopping lifestyle on impulse buying behavior? (3) How is the effect of price reduction effect impulse buying behavior? (4) How is the effect of hedonic shopping motivation, shopping lifestyle, price reduction on impulse buying behavior?

Literature Review

Hedonic shipping motivation

Hedonist motivation is a person's motivation to shop. Du to shopping someone gets their own pleasure, can change a mood, and reduce boredom. The most purchased products will not be useful for the future. Hedonic motivation is the consumer's motivation for shopping for their own pleasure. They do not pay attention to the benefits of the product (Mamuaya, 2018; Korry *et al.*, 2017). Purnomo & Riani (2018), stated that hedonic shopping motivation is shopping motivation that leads to pleasure. If shopping consumers have their own emotions to buy a product without prior planning such as listed shopping records. Hedonic shopping motivation is the urge to shop to find pleasure for ourselves, relieve stress, change moods, and be able to socialize with friends or family.

Shopping lifestyle

Shopping lifestyle is consumer's behavior shopping in the following lifestyle factors to fulfill their social needs excessively (Jackson *et al.* 2011, in Japariato & Sugiharto, 2012). A person's lifestyle always prioritizes attractive fashion according to what is the latest trend. On supporting daily lifestyle, a person has to pay enough money, especially, in fashion. Shopping lifestyle is an expression of one's lifestyle spending money to shop, in shopping someone adjusts to their lifestyle.

Price reduction

Price reduction is given a discount to aim at attracting consumers to make impulse purchases. Discounted prices are promotion form. It is often used in retail businesses. Discounts are reduced product prices from normal prices too low prices within a certain period of time (Sutisna, 2001 in Amsani & Sudharti, 2017). Price reduction is a discount on the price of the product given by the seller to the buyer. They aim to increase profits and income. It is useful as an attraction for consumers to make purchases in a large amount.

Impulse buying behavior

Mowen & Minor (2001) in Manggiasih *et al.* (2015), stated that impulsive buying is a shopping activity without any intention and prior consideration. The desire is to have suddenly with a strong taste. It is not planned to buy the product directly without thinking about the benefits or consequences. Impulse buying behavior occurs anytime anywhere without any thought at all consumers. The consumers usually are interested in the brand or product when

they see it. However, of course, they do not even need them to use and the goods are not thought of before consumers.

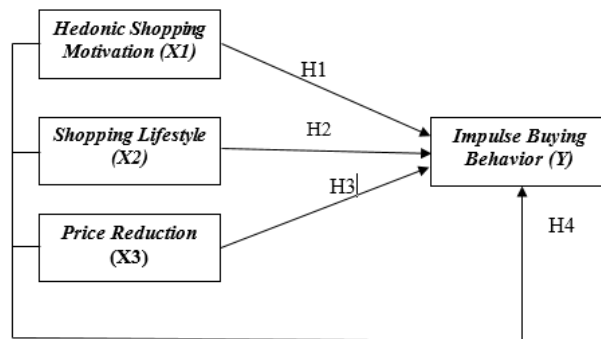


Figure 1. Framework (Source: processed authors, 2019)

Hypothesis

H1: Hedonic shopping motivation has a positive and significant effect on impulse buying behavior.

H2: Shopping lifestyle has a positive and significant effect on impulse buying behavior.

H3: Price reduction has a positive and significant effect on impulse buying behavior.

H4: Hedonic shopping motivation, shopping lifestyle, and price reduction simultaneously affect impulse buying behavior.

Method

The research location is one of the shopping centers namely Mall Bali Galeria Shopping Center Bali located in Denpasar. The reason researchers want to examine the Mall Bali Galeria is to find out whether hedonic shopping motivation, shopping lifestyle and price reduction affect impulse buying behavior. The sampling method in this study used a nonprobability sampling method using accidental sampling technique. The sample was visitors to the Bali Galeria Mall. The number of indicators multiplied from 5-10. The number of samples was 90 people. The technique used for data collection using a questionnaire technique with a Likert scale measurement tool. The type of data used is qualitative and quantitative data. The data analysis method used validity test, reliability test, classic assumption test, and multiple linear regression analysis tests using SPSS 22.0 application.

Results and Discussion

Multiple linear regression analysis

Table 1
Multiple linear regression results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.176	2.154		-.082	.935		
	X1	.314	.114	.253	2.740	.007	.677	1.478
	X2	.416	.124	.341	3.347	.001	.556	1.799
	X3	.302	.123	.249	2.451	.016	.558	1.793

a. Dependent Variable: Y1

(Source: processed data, 2019)

Based on Table 1, the results of the multiple linear regression equation is as follows.

$$Y = -0,176 + 0,314 X_1 + 0,416 X_2 + 0,302 X_3 + e$$

The regression equation can be explained as follows.

- 1) A constant value of negative is -0.176 means that if the variables $X_1, X_2, X_3 = 0$, then the value of the variable Y is -0.176. It shows the variable impulse buying behavior will decrease when the variable hedonic shopping motivation, shopping lifestyle, and price reduction in a fixed condition.
- 2) The regression coefficient of the hedonic shopping motivation variable is positive on 0.314. It means, if the hedonic shopping motivation variable is increased to one unit, the impulse buying behavior will increase 0.314.
- 3) The coefficient of shopping lifestyle regression is positive on 0.416. It means, if the shopping lifestyle variable is increased to one unit, the impulse buying behavior will increase by 0.416.
- 4) The variable regression coefficient is positive on 0.302. It means, if the price reduction variable is increased to one unit, the impulse buying behavior will increase on 0.302.

Test of partially regression coefficient significant (T-test)

Table 2
Partially Regression Results (T-test)

		Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.176	2.154		-.082	.935		
	X1	.314	.114	.253	2.740	.007	.677	1.478
	X2	.416	.124	.341	3.347	.001	.556	1.799
	X3	.302	.123	.249	2.451	.016	.558	1.793

a. Dependent Variable: Y1

- 1) The testing result of the effect on the hedonic shopping motivation variable on impulse buying behavior (X1).
 - a) Determine significant level
Significant level is used α 5% (0.05) $df = (n-k) = 90-4 = 86$, thus, the t_{table} is 1,662.
 - b) Testing criteria
 - 1) H_a is rejected, if $P. Sig > \alpha 0.05$ (no effect)
 - 2) H_a is accepted, if $P. Sig < \alpha 0.05$ (effect)
 - c) Conclusion
Based on the results of the t-test analysis above, the variable hedonic shopping motivation obtained the value of $t_{count} = 2.740$. If it is compared with the t_{table} (1.662) then $t_{count} > t_{table}$ and $P. Sig < 0.05$. It can be concluded that P.sig value on the hedonic shopping motivation (X1) variable is $0.007 < 0.05$. It means *Ha was accepted*. It can be concluded hedonic shopping motivation variable has a positive and significant effect on impulse buying behavior.
- 2) The results of testing the effect of Shopping Lifestyle variables on Impulse Buying Behavior (X2).
 - a) Determine significant level
Significant level is used α 5% (0.05) $df = (n-k) = 90-4 = 86$, thus, t_{table} 1.662 is obtained.
 - b) Testing criteria
 - 1) H_a is rejected if, $P. Sig > \alpha 0.05$ (no effect)
 - 2) H_a is accepted if, $P. Sig < \alpha 0.05$ (effect)
 - c) Conclusion
Based on the results of the t-test analysis above, the shopping lifestyle variable obtained the value of $t_{count} = 3.347$. if it is compared with the t_{table} (1.662) then, $t_{count} > t_{table}$ and $P. Sig < 0.05$. It can be concluded $3,347 > 1,662$ and the value of P.sig on shopping lifestyle variable (X2) of $0,001 < 0.05$. It means *Ha was accepted*. It can be concluded shopping lifestyle variable has a positive and significant effect on impulse buying behavior.

3) The result of testing the effect on price reduction variable on impulse buying behavior (X3).

a) Determine significant level

Significant level is used α 5% (0.05) $df = (n-k) = 90-4 = 86$, thus, t_{table} 1.662 is obtained.

b) Testing criteria

1) H_0 is rejected, if $P. Sig > \alpha$ 0.05 (no effect)

2) H_0 is accepted, if $P. Sig < \alpha$ 0.05 (effect)

c) Conclusion

Based on the result of the t-test analysis above, the price reduction variable obtained the value of $t_{count} = 2.451$. if it is compared with the t_{table} (1.662), then $t_{count} > t_{table}$ and $P. Sig < 0.05$. It can be concluded $2.451 > 1.662$ and the value of $P. sig$ on price reduction (X3) variable is $0.016 < 0.05$. It means H_0 was accepted. It can be concluded price reduction variable has a positive and significant effect on impulse buying behavior.

Test of simultaneously regression coefficient significant (F-test)

Table 3
Simultaneous test results (F-test)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	349.622	3	116.541	29.027	.000 ^b
	Residual	345.278	86	4.015		
	Total	694.900	89			

a. Dependent Variable: Y1

b. Predictors: (Constant), X3, X1, X2

1) Determine significant level

Significant level is used α 5% (0.05) $df1 = (k-1)$; $df2 = n-k$, it is obtained f_{table} is 2.71

2) Testing criteria

a) If $F_{count} > F_{table}$, thus, H_0 is rejected and H_a is simultaneously accepted.

b) If $F_{count} < F_{table}$, thus, H_0 is accepted and H_a is simultaneously rejected.

c) If the significance probability is > 0.05 then H_0 is accepted and H_a is rejected.

d) If the significance probability is < 0.05 then H_0 is rejected and H_a is accepted.

3) Conclusion

Based on the result of the t-test analysis above, it can be concluded the value of $F_{count} = 29.027 > F_{table}$ 2.71. H_0 is rejected and H_a is accepted. Whereas, $P. sig$ on hedonic shopping motivation, shopping lifestyle, price reduction variable is $0.000 < 0.05$. It means H_a was accepted. It can be concluded hedonic shopping motivation, shopping lifestyle, price reduction variable together or simultaneously have a positive and significant effect on impulse buying behavior.

Determination Test (R^2)

Table 4
Determination test

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.709 ^a	.503	.486	2.004

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y1

(Source: processed data, 2019)

Based on Table 4 above, the determination coefficient (R^2) 0.503 is obtained. It is to predict the dependent variable. The formula R^2 is $R^2 = r^2 \times 100\%$. Therefore, the determination coefficient is on the table $0.503 \times 100\% = 50.3\%$. It shows the effect of hedonic shopping motivation, shopping lifestyle, price reduction on impulse buying behavior is 50.3%. Meanwhile, the remaining 49.7% is affected by other factors that are not discussed in this study.

Conclusion



- 1) Hedonic shopping motivation has a positive and significant effect on impulse buying behavior in Mall Bali Galeria Shopping Center Denpasar. It supported consumer's factors always feel more desire to be able to appear in the social environment.
- 2) Shopping lifestyle has a positive and significant effect on impulse buying behavior in Mall Bali Galeria Shopping Center Denpasar. Through shopping lifestyle, a person can buy unplanned fashion products without prioritizing prices just to meet their needs or even fulfill their desires for lifestyle in the social environment.
- 3) A price reduction has a positive and significant effect on impulse buying behavior at Mall Bali Galeria, offering to attract the consumer's attention on offering game prices ranged from discount to shopping coupons.
- 4) The determination coefficient (R^2) is 50.3%. It shows the effect of hedonic shopping motivation, shopping lifestyle, price reduction on impulse buying behavior in Mall Bali Galeria Shopping Center Denpasar is 50.3%. Meanwhile, the remaining 49.7% is effected on other factors which would later be further investigated.

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