

THE EFFECT OF HEDONIC SHOPPING VALUE AND IMPULSIVE BUYING ON FLASH SALE

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ABSTRACT

The research purpose is to assess effects of hedonic shopping value and impulsive buying on flash sale. Online questionnaires were used to collect the data for this research, which resulted in 286 valid questionnaires. Analysis shows novelty, escapism, and impulsive buying dimensions of hedonic shopping value positively affect discounted product purchasing intention on flash sale. During flash sale, high intensity shopping activities while consumers focus more on the low prices or entertainment value. Meanwhile there are no studies In Indonesia that assess consumers shopping behavior towards flash sale. For this reason, the research is originally to contribute to the literature.

Keywords: Hedonic shopping value, Impulsive buying, Flash sale.

INTRODUCTION

By following a modern approach strategy in terms of market success and competition, producing products or how to create the differences shopping experience and sensation to suit the needs and desires of our consumers. One example is efforts by companies to enhance product specifications that increase product awareness in order to gain a competitive advantage. Consumers expect more from their products than benefits. Therefore, companies attempt to create a positive impression of their products using hedonic factors that prompt consumers to make immediate subjective and impulsive choices, including aesthetics and entertainment. (Kazakeviciute and Banyte, 2012; Türk, 2018) found that hedonic shopping showed shopping value, with consumers valuing pleasure and entertainment and mostly indicating unplanned purchases. Because

hedonism focuses on enjoyment and avoidance of suffering, providing a haphazard life without decision-making processes.

(Rook, 1987) mention that impulsive buying is consumer shopping behavior which spontaneously, unplanned and accompanied by strongly encouragement to buy some products and it's followed by an emotional conflict and ignored the consequences and in the modern society, both traditional and digital commerce has become very common on impulse buying (Yang et al,2021).

There is a growing trend towards online consumption among younger generations who are prone to impulse purchases for various reasons. Key drivers of impulse purchases are traits, reasons, consumer assets, and promotions (Iyer et al, 2020). Consumer-centric companies know that consumer behavioral intentions are influenced by factors that create a hedonistic shopping experience, including flashy advertising, discounts, aesthetics, and entertainment.

(Swilley and Goldsmith, 2013; Karaca et al., 2018) found that discounts and discounted products influence hedonic shopping. However, when a shopping event is held on a particular day, the shopping center's sales strategy includes an emotionally hedonic orientation so that consumers can focus on the true benefits of the product they are about to purchase. becomes almost impossible (Babin et al., 1994; Yu and Bastin, 2010).

Flash sales are discounts or promotions typically offered by e-commerce or marketplace for a short period of time. Quantities are limited. This means that discounts are often higher or more significant than regular sales. Time limits and limited availability encourage consumers to buy locally. It's an impulse buy (IDN Times, 2021). Flash sale moments are usually associated with a unique date. 7/7, 8/8, etc. or a one-time special price. 77%, 88%, etc.

The research is taken to study the effect of hedonic shopping value and impulsive buying on flash sale. There are no studies In Indonesia focusing to assess and observe a person's shopping behavior towards flash sale moments specially the effect of hedonic shopping with such an extent, and impulsive buying on flash sale.

This research using a questionnaire consisting of several subjects and questions focusing consumers shopping behavior towards flash sale moments of their impulsive buying. This research purpose is to acquire the effect of hedonic shopping value and impulsive buying on flash sale which focuses consumers shopping behavior towards flash sale moments.

LITERATURE REVIEW

Hedonic shopping can be translated to shopping values or goals that the purchaser or the consumers use to gain pleasure and entertainment. This type of purchase is largely associated with unplanned purchases. (Kazakeviciute and Banyte, 2012; Türk, 2018). A hedonistic lifestyle amplifies the feelings of variance because it sees pleasure things as a mandatory for happiness. This lifestyle can lead to social trauma.

The stereotypes of hedonistic consumers mainly focused on pleasure and emotional causes. Yu and Bastin (2010:106-107) found that hedonic value gives a perception of consumption that is mainly affected by pleasure and entertainment rather than based on value. The hedonic purchase is personal and strongly attached with the purchaser's emotional state. This means the purchaser value is aligned with his/her group of purchasing affinities.

Hedonism, focusing and doing things for one's own enjoyment as a lifestyle (Blackburn, 2005:161), which places hedonism over pleasure value. Another theory stated that hedonism is a doctrine that advocates injury-avoiding and pleasure-oriented behavior (Kırgız, 2014:201). Veenhoven (2003) also sees hedonism as a lifestyle devoted to find pleasure, but the main focus on pleasure in all an individual's actions creates a psychological paradox which creates a propensity for moral rejection.

Hedonism prioritizes personal pleasure and alienates others, thus desensitizing attitudes and behaviors and increasing moral damage. This behavior can lead to mental strain and negative emotions that negatively affect an individual's life. For this reason, the psychological impact of hedonic behavior or propensity for hedonic value is also analyzed and studied.

Moreover, as Rook (1987) noted, unplanned and unexpected purchases, also called impulse purchases, are often accompanied by cognitive and emotional responses. In this century, impulse purchases have become common in both traditional and digital commerce (Yang et al, 2021). Wood (2005) found those consumers who value hedonic values tend to engage in unplanned and sudden purchasing behavior based on impulsive purchasing motives. Online consumption is on the rise among younger generations who tend to make impulse purchases for various reasons. According to Beatty and Ferrell (1998), consumers tend to be more cautious for buying very expensive goods and more impulsive for buying cheap goods.

The following hypothesis was developed from a literature study:

H1. The novelty dimension of the hedonic purchase value positively influences the discounted purchase intention position.

H2. The pleasurable aspect of hedonic purchase value has a positive effect on discount purchase intentions.

H3. Admiration from other dimensions of hedonic purchase value positively influences decreased purchase intent

H4. The escapist dimension of hedonic purchase value has a positive effect on discounted purchase intent

H5. The social interaction dimension of hedonic purchase value has a positive effect on discounted purchase intent

H6. Impulse dimension of hedonic purchase value positively influences post-discount purchase intention

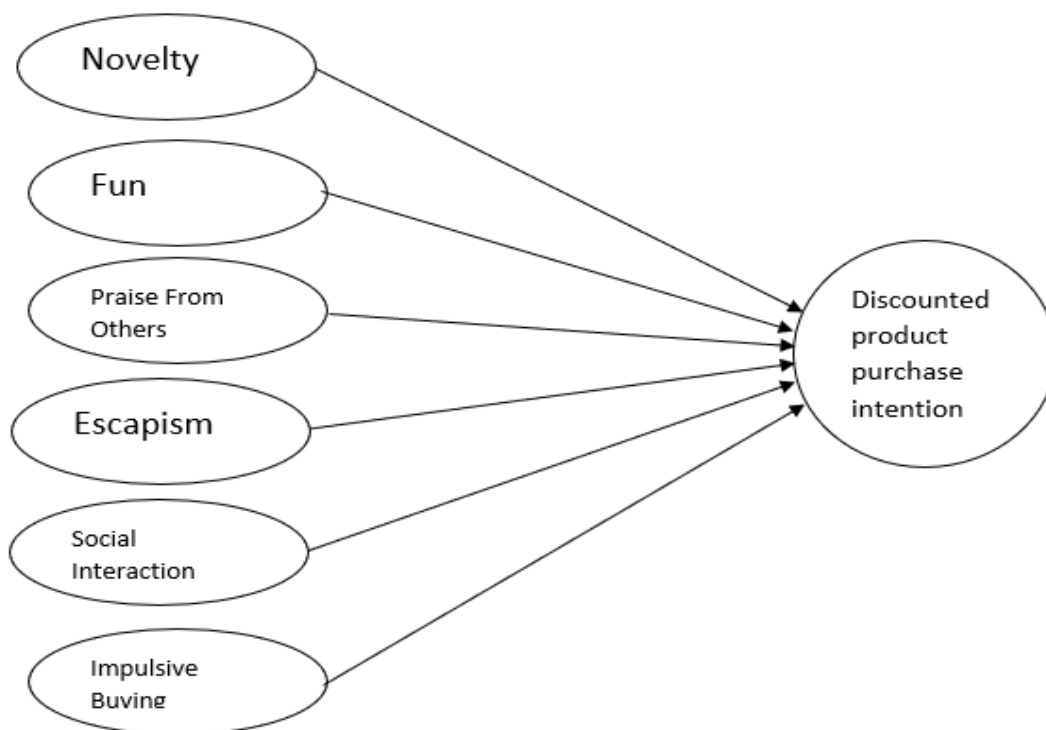


Figure 1 Research Model

RESEARCH METHOD

Research Design

The population of the research contains customers who want to get special price items made by e-commerce in Indonesia on flash sale campaigns. It is believed that flash sale helps increase the number of customers who participate while unconsciously buying unnecessary things moreover without any delivery charge. The data obtained by convenience sampling. The study was held on covid-19 period, nevertheless there's a decreasing case in a few areas but in order to prevent it from contamination the survey conducted by online survey. There are 286 valid questionnaires for a further analysis.

Instrument

There are 28 questions in this questionnaire. Previous literature of discounted products were adapted. There are two parts, the first part consists of 20 questions to determine hedonic shopping and the other eight to determine impulsive buying. To measure the items used a 5-point likert scale. 1 is very not disagree and 5 is strongly agree. The other part's question are age, gender, income level, education background and asked the amount to spend. The adapted questions were in english by previous research related to hedonic shopping value Durmaz (2020) and were translated to Bahasa. Researchers also translate from english to bahasa including discussion within the researchers about the translations to eliminate the differences in translations and later on it was clarified by the lectures. For addition, pilot testing was conducted to respondents to obtain which questionnaire still amiss. After this process, the questionnaire was decided. The questionnaire is taken when flash sale on repeated dates and months such as 7.7 and 8.8.

Data Analysis

For the statistical analysis, IBM SPSS Statistics 25 was used to process the statistical analysis data. Descriptive statistical analyses were used to find mean, standard deviation also correlation from each variable. Next was followed by EFA and reliability test with verification Cronbach's Alpha also gathered all information of the respondent such as demographic, characteristics, and the amount to spend & Multiple regression analysis.

DATA ANALYSIS AND DISCUSSIONS

Description of The Sample

All of the respondents in this research knew about the flash sale and just purchased on 7/7 and 8/8 campaigns in E-Commerce. The final result showed that 209 Female (73.1%) and 77 Male (26.9%). Most group age of respondents were 26-40 years old 51% & amount to spend only below 1 million IDR (Rupiah) 72.7%. All of the survey's respondents demographic characteristics are presented on below table 1.

Table 1 Demographic Characteristics

Demographic Characteristic	Frequency	(%)	Cumulative (%)
<i>Gender</i>			
Male	77	26.90%	26.90%
Female	209	73.10%	100.0%
<i>Age Group</i>			
Below 20 years old - 25 Years Ol	89	31.10%	31.10%
26-40 ears old	146	51%	82.10%
More than 40	51	17.9%	100.0%
<i>Estimated Salary</i>			
Less than 5mio	71	24.8%	24.8%
5-10 mio	116	40.6%	65.4%
10-20 mio	56	19.6%	85.0%
more than 20 mio	43	15.0%	100%
<i>Amount to spend</i>			
Less than 1mio	208	72.7%	72.7%
1-2 mio	48	16.8%	89.5%
2-5mio	21	7.3%	96.8%
More than 5mio	9	3.1%	100%
<i>Goods that purchased</i>			
Electronics	77	26.9%	
Clothes & Shoes	165	57.7%	
Gadget Accessories	75	26.2%	
Otomotive Accessories	24	8.2%	
House Hold Appliance	122	42.7%	
Skincare	27	9%	
Source(s): Research data			

Descriptive statistics of variables and correlation was applied on 7 variables that's shown on the table below. Correlations coefficients was calculated that related with all variables. From the result below highest correlation was available on variable Purchase Intention and Escapism (0.60), and on other correlation was between 0.37 until 0.67 and all the correlations are in range shown in table 2. Correlation is significant at the 0.01 level (2-tailed). This shows that all variables have positive associations on purchase intention. The result can be applied on further analysis.

Tabel 2 Descriptive Analysis

No	Constructs	Mean	SD	1	2	3	4	5	6	7
1	Novelty	3.77	0.84	-	-	-	-	-	-	-
2	Fun	3.79	0.95	0.52**	-	-	-	-	-	-
3	Praise From Others	2.45	1.17	0.51**	0.50**	-	-	-	-	-
4	Escapism	2.74	1.06	0.57**	0.59**	0.67**	-	-	-	-
5	Social Interaction	2.62	1.08	0.37**	0.37**	0.58**	0.61**	-	-	-
6	Impulsive Buying	3.17	0.82	0.54**	0.59**	0.52**	0.67**	0.48**	-	-
7	Purchase Intention	3.58	0.89	0.52**	0.47**	0.44**	0.60**	0.43**	0.54**	-

** Correlation is significant at the 0.01 level(2-tailed).

Exploratory Factor Analysis

This research using Exploratory Factor Analysis (EFA) by Mignoti (2005) is recommended to decrease the variable that is connected with purchase intention. The analysis could summarize the information from the original variable with finding latent variables. Results from EFA are shown on Table 3 until Table 9.

Table 3 EFA of the Novelty, Fun, Praise From Others,& Escapism

Code	Variables	VE (%)	Factor Loading	KMO	Bartlett's Sphericity test
Nov1	It Exciting to find Unique things while shopping	79.054%	0.889	0.500	0.000
Nov2	It feels as if Iam discovering new World when I am Shopping		0.889		
Fun1	Shopping is an Amazing experience for me When compare to others	80.310%	0.877	0.710	0.000
Fun2	I feel excited while shopping		0.930		
Fun3	Shopping makes me happy		0.880		
PFO1	I enjoy compliment and praises form others while I am shopping	89.164%	0.944	0.500	0.000
PFO2	When I am trying something on, I imagine the reaction of others		0.944		
Esc1	I can escape reality	71.720%	0.823	0.796	0.000
Esc2	I enjoy taking risks while shopping		0.803		
Esc3	I can forget my distresses while shopping		0.884		
Esc4	Shopping is a way to get away from the pressure of my self		0.875		

Source(s): Research data

Table 4 EFA of the Social Interaction, Impulsive Buying, & Purchase Intention

Code	Variables	VE (%)	Factor Loading	KMO	Bartlett's Sphericity test
Soc1	I like observing others when in shops	78.502%	0.809	0.680	0.000
Soc2	Shopping with others is a way to improve the friendship		0.929		
Soc3	I like shopping with		0.915		
Imp2	When I buy something, it is usually spontaneous	61.921%	0.753	0.875	0.000
Imp3	I often buy things online without thinking.		0.868		
Imp4	If I see something new, I want to buy it.		0.623		
Imp5	My purchases are always unplanned.		0.837		
Imp7	I occasionally purchase items that I do not need because I enjoy buying them.		0.791		
Imp8	I am defined by "If I see it, I buy it."		0.825		
Pur1	I look through special day discounts while shopping to discover different things	61.287%	0.749	0.867	0.000
Pur2	I'd like to go to the shops that have discounts on special days		0.807		
Pur3	Discounts on special days positively affect purchasing intention		0.854		
Pur4	When I see		0.786		
Pur5	I wait for discounts to buy a product I need		0.729		
Pur6	I see special day discounts as an opportunity		0.765		
Nov1	It Exciting to find Unique things while shopping	79.054%	0.889	0.500	0.000
Nov2	It feels as if I am discovering new World when I am Shopping		0.889		

Source(s): Research data

Kaiser Meyer Olkin (KMO) and Test Sphericity Bartlett's verified the adequacy using factor analysis. KMO suggested variance-ratio can be explained by latent variables. Therefore according to Damasio (2012) must be greater than 0,5 and if more than 0,8 considered excellent. Results from the KMO test shown on table 3-9 for all variables passed the minimum score.

The Bartlett's Sphericity is intended to evaluate covariance similar to identity matrix, with a significant score ($p < 0.05$) showing that the matrix is factorable. In other words all factorization from that on table 3-9 has results on EFA is 0,000 which indicates the research is adequate. On Variable Impulsive Buying questions with code Imp1 & Imp6 were erased to make the result in 1 dimension.

Table 5 Measurement of Reliability

Constructs	CA
Novelty	0.708
Fun	0.871
Praise From Others	0.878
Escapism	0.868
Social Interaction	0.860
Impulsive Buying	0.844
Purchase Intention	0.870

Note: Cronbach's Alpha Coefficient (CA)
Source: Research Data

After EFA, calibration using a reliability test. It was taken to measure consistency of the questions that represent variables. (Hair et al, 2018) recommended to evaluate the variable's reliability. If the consistency is low it means the indicator is heterogeneous that shows unreliability. Results from cronbach alpha that is shown on table 10 indicates that all that above 0.7 are based on Nunnally (1978) with minimum of 0.7. It concludes that all variables and questionnaires meet validity and reliability measures.

Table 6 Summary of the Model

R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
.659 ^a	0.434	0.422	0.67532	2.08

Source: Research Data

By calculating using Linear Regression it was found that adjusted R square are 42,2%, which means that the score for the total variance of dependent variables is explained by independent variables (novelty, fun, praise from others, escapism and social interaction, & Impulsive buying). There's only 3 variables that were significant ($p < 0,05$) from the six independent variables. Novelty, Escapism, and Impulsive buying have positive effects on purchase intention while the other three variables those are Fun, Praise From Others, Social Interaction have negative effect on the purchase intention it can be concluded that H1,H4,H6 were supported and H2,H3,H5 were rejected.

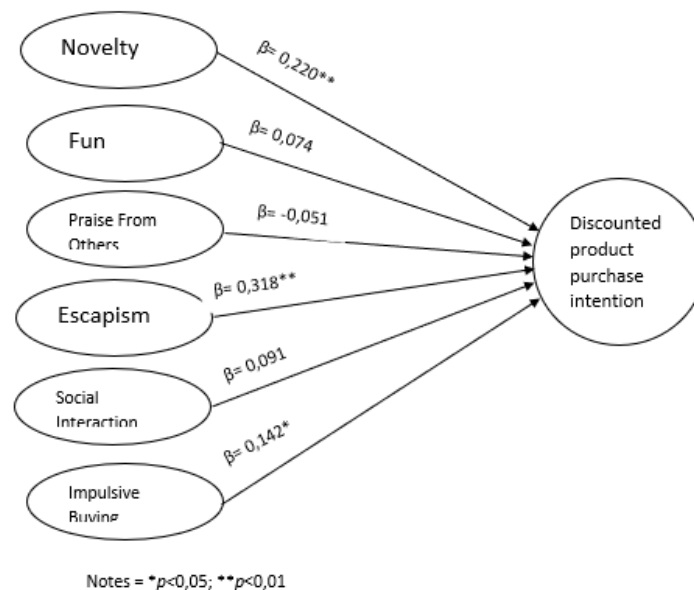


Figure 2 Path Analysis results and The Tested Model

This research showed the 3 (three) significant variables influence Purchase Intention in online shopping. The most important variable that statistically significant is Escapism ($\beta = 0.318$, $p < 0.01$), the next variable is Novelty ($\beta = 0.220$, $p < 0.01$), and followed by Impulsive buying ($\beta = 0.142$, $p < 0.05$). The rest of the variables are statistically significant.

CONCLUSIONS AND SUGGESTIONS

Conclusion

On scope the effect from research of hedonic shopping value and impulsive buying towards discounted item purchasing intention from consumers was inspected. Research was conducted on 7 July until August 11 2022, against consumers that purchase on Flash Sale at Indonesian E-commerce. It was believed there was an increased number of sales because the wishlist products were discounted and free delivery fee. From the two cases was collected on the relevant date and expected that it will contribute to the goal of the research, because the customer had just purchased on flash sale on that exact date.

Furthermore, this research contributes to giving values about purchase intention using different purchasing methods. In practice, this research finds all the factors that affect purchasing intention on online shopping. The results are that the affecting variable on purchasing intention needs to be taken furthermore such as customer journey to know which part needs to be fixed to increase sales.

Table 7 Coefficient and Significance Variables

	Beta Coefficients	Sig.	Result
(Constant)		0.000	
H1: Novelty	0.220	0.000	<i>Supported</i>
H2: Fun	0.074	0.226	<i>Rejected</i>
H3: Praise From Others	-0.051	0.437	<i>Rejected</i>
H4: Escapism	0.318	0.000	<i>Supported</i>
H5: Social Interaction	0.091	0.131	<i>Rejected</i>
H6: Impulsive Buying	0.142	0.032	<i>Supported</i>

Source: Research Data

(Armstrong and Chen, 2017) says that the willingness on purchasing by customers overall is increasing because of the discount. Hypothesis that was proposed in this research was the effect on Hedonic shopping value (novelty, fun, praise from others, escapism and social interaction) & Impulsive buying towards discounted item purchasing intention. It was found that on last research all of the variables have the effect on purchasing positively, but in this research there's only 3 variables that have positive effect which are Novelty, Escapism, and Impulsive Buying

Consumers are more focused on value entertainment and convenience on discount days when purchasing according to Swilley and Goldsmith (2013) that concludes consumers can improve interest and purchasing behavior towards items when discounted. It was

shown that consumers see this as a chance to excuse purchasing expensive items excessively without feeling any guilt that is influenced by variable Escapism that has the most significant coefficient value.

Significant effect on variables Novelty of Hedonic shopping value on the purchase intention of the discounted products shows that cases such as flash sale is very influential which happens to the customers who had never thought to shop or even either sees the product and the store. It drives the customer to enter the store, checks on each product and purchases it. The sales itself can be upgraded by making a new campaign so it would escalate the excitement and journey by shopping.

Impulsive Buying variable has a significant effect on discounted products that e-commerce should focus on these certain monthly campaigns because it was awaited by the customers to purchase on discounted events like flash sale. According to Yemez et al (2018) hedonic shopping value positively helps increase sales and satisfaction. It concludes that e-commerce in Indonesia needs to improve the discount program to increase sales.

Suggestion

This present study has some limitations which can provide in the future research. First, is the limitation related to the sample . The second, the data for this study collected from consumers around Jabodetabek through online questionnaires focusing only on Indonesian e-commerce which held flash sale moments and using convenience sampling methods. To enhance data findings, future research should be from all consumers throughout Indonesia for all existing official e-commerce. Furthermore this future study could examine and focus within specific goods and products and how the consumers could buy those goods or products and other campaigns of the discounted products.

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