

The Effect of Hedonic Values on Impulsive Purchases Through Shopping Lifestyle and Shopping Enjoyment on Ornamental Plant Consumers on Instagram

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Abstract : The growth of internet network quickly indirectly brings new phenomena and lifestyles in the lives of consumers. This condition causes intense competition in the world of sales on social media. Impulsive purchase is the most important component for the company's sales, so the sales strategy must be implemented appropriately through the hedonic value component mediated by Shopping Lifestyle and Shopping Enjoyment on Ornamental Plant Consumers on Instagram. However, several things do not show the success and power of impulsive purchase. Ornamental plant consumers on Instagram try to measure Shopping Lifestyle and Shopping Enjoyment as an intervention. Determining this strategy can increase the impulsive purchase of ornamental plant consumers on Instagram, which will be higher than other social media. The power of Shopping Lifestyle and Shopping Enjoyment is expected to be used by ornamental plant sellers on Instagram as a tool to win the competition for ornamental plants in Indonesia

Keywords: Hedonic Value, Shopping Lifestyle and Shopping Enjoyment, Impulsive Purchase

Date of Submission: 15-06-2022

Date of Acceptance: 30-06-2022

I. Introduction

The growth of internet network fast has brought new phenomena and lifestyles indirectly to consumers' lives. The statista report as of January 2021 stated that active internet users worldwide reached 4.66 billion, which is 59.5 percent of the global population. The large number of internet users and their very rapid increase have caused the number of consumers who shop online to continue to increase every year. In 2020, more than two billion people bought goods or services online. Therefore, many entrepreneurs are trying to sell products to consumers online using the internet. In 2020, it was noted that more than 80 percent of consumers worldwide were shopping online. It shows that the online shopping lifestyle that is formed among consumers cannot be separated from the support for the development of the internet and it shows great potential for entrepreneurs today or in the future.

Researchers take ornamental plant consumers on Instagram as an interesting object to study because a sense of dependence on the world of ornamental plant collections makes them motivated to complete their collection. This sense of dependence creates hedonic values in them and ultimately has implications for unplanned purchases. In some literatures, consumers' shopping lifestyle and shopping enjoyment mediate the influence of hedonic values and impulse buying. The development of marketing channels has shaped many new shopping lifestyles, including ornamental plant consumers on Instagram. The style of shopping for ornamental plants by visiting plant stalls directly is starting to be abandoned. Consumers are more interested in shopping by viewing the latest feed posts on Instagram, Instagram shopping, or even by viewing live streaming on Instagram. In addition to establishing a shopping lifestyle, the development of this marketing channel can also provide convenience in shopping (shopping enjoyment) for consumers.

The empirical phenomenon in this study is the statistic report (2021) that income changes in the DIY, Garden, & Pets sub-segment in the world reached 23.0%. Meanwhile in Indonesia, this change in income reached 90.6% (statista, 2021). In addition, the level of consumer interest in ornamental plants is also quite high. Judging from google trends around the world, in 2021, for the ornamental plant category, Indonesia will occupy the first position in the search for ornamental plants (Google trends, 2021).

II. Literature Review

According to Holbrook and Hirschman (1982), hedonic value is a characteristic of sensory stimulation and pleasure in the process of buying and choosing a brand, also called hedonic value. The value of hedonic shopping reflects the entertainment potential and emotional value of shopping itself (Bellenger et al., 1976). It is clear that the value of hedonic shopping consists of aspects of excitement, pleasure, and hedonic aspects of shopping behavior (Sherry, 1990). In other words, hedonic value stems from the emotional benefits, pleasure, and satisfaction generated by the joy of the shopping experience (Bellenger et al., 1976). Emotional arousal, high involvement, perceived freedom, and realization of fantasy and escape all symbolize the hedonic value of shopping (Hirschman, 1983). During the shopping journey, consumers can derive hedonic benefits and experience hedonic value even when they do not purchase any product (MacInnis and Price, 1987).

Researchers pay close attention to the concept of impulse buying. Researchers have tried to define this complex and interesting concept. Many researchers have suggested different conceptual definitions of impulse buying. Unplanned and sudden are the main keywords in the definition of impulse buying (Harmancioglu et al., 2009). Impulse buying is an unplanned buying decision that is made inadvertently before a product or service is purchased. Rook defines impulse buying as a sudden, usually strong and permanent urge to buy something quickly (Rook, 1987). This concept relies more on the excitement and emotions of the buyer than on logic. Impulse buying eliminates the idea of thinking carefully before buying an item and instilling in the buyer's mind that the item is needed (Rook, 1987).

In the research of Kwek, Tan, & Lau (2010) it is explained that Beatty and Ferrell define shopping enjoyment as a form of satisfaction obtained from the shopping process itself. Shopping enjoyment is defined as the pleasure that results in a shopping process. Beatty and Ferrell (1998) stated that someone who likes shopping activities in general allows them to browse longer and feel pleasure when shopping. Shopping enjoyment can be said as shopping pleasure or shopping hobby. Consumers who like to shop tend to browse more often, even though these consumers have no plans to buy and just like to see.

According to Levy, 2009 in Chrusniasari and Prijati (2015), Shopping Lifestyle is a person's lifestyle which refers to how he lives, how they spend their money, how they spend their time, where this activity is carried out depending on their attitudes and opinions or consumers about where they are. stay (Alba, J.W., and E. F.s 2012). This shopping lifestyle refers to the way a person chooses to allocate his funds. The way we shop reflects a person's status, habits and dignity. A person has a different lifestyle, a person's way of life in exposing himself to different patterns of action between other people and himself through shopping styles (Alba, J. W., and E. F, 2012).

III. Conceptual Model

The conceptual framework of this study aims to determine the relationship between the independent variable hedonic value, the intervening variable (intervening) Shopping Lifestyle and Shopping Enjoyment, and the dependent variable of Impulsive Purchasing, the conceptual framework of this study can be described as in the following figure:

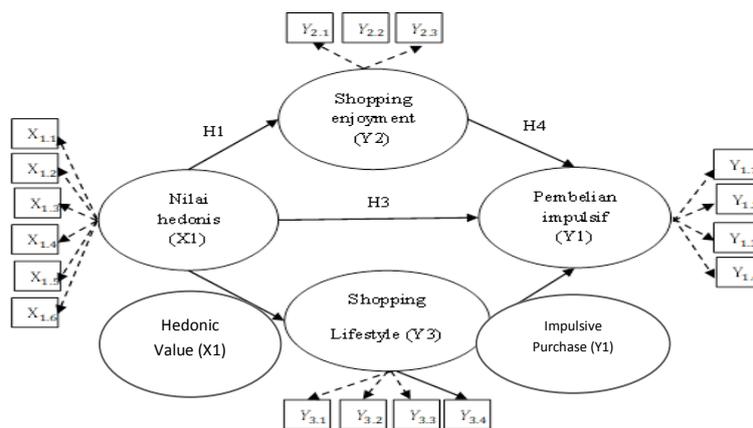


Figure 1. Conceptual Framework

HYPOTHESIS

The Effect of Brand Image on satisfaction

The effect of hedonic values on shopping enjoyment The value of hedonic shopping reflects the entertainment potential and emotional value of shopping itself (Bellenger et al., 1976). It is clear that the value of hedonic shopping consists of aspects of excitement, pleasure and hedonic aspects of shopping behavior (Sherry, 1990). The existence of joy, pleasure and hedonic aspects of this shopping behavior affect shopping enjoyment. This is in line with the research of several researchers who stated that hedonic values have a positive and significant effect on shopping enjoyment (Amel et al, 2014; Dharmaningrum, 2019; Dwikayana, et. al, 2021). Even according to Amel et al (2014) consumers perceive shopping as more than getting a product but as an entertaining experience. Based on this, the hypotheses that can be developed in this study are:

H1: the hedonic value affects the shopping enjoyment of ornamental plant consumers on Instagram.

The influence of hedonic values on shopping lifestyle

The excitement and pleasure that appears in the daily life of consumers can affect a new lifestyle for consumers. The joy and pleasure of consumer hedonic values that emerge in the shopping process will affect the shopping lifestyle. Hedonic values have an influence on shopping lifestyle (Lumintang, 2013; Setyningrum, 2016; Susanti and Sari, 2021). Based on this, the hypotheses that can be developed in this study are:

H2: hedonic value affects the shopping lifestyle of ornamental plant consumers on Instagram

The effect of hedonic value on impulse purchase

Hedonic value occurs because of the encouragement of consumer experience and emotion in fulfilling desires when shopping, when experience and emotions become a reference, the tendency to shop without planning will occur. Many other studies also stated that hedonic values affect impulsive shopping (Ozen and Engizek, 2014; Amel et al, 2014; Pasaribu, 2015; Wijaya, 2017; Dey, 2017; Hursepuny and Oktafani, 2018; Andryansyah and Arifin, 2018; Rahmawati, 2018; Rahma and Setrizola, 2019, Dharmaningrum, 2019; Japrianto, 2020; Putra, J.R., Balgies S. 2021). Based on this, the hypotheses that can be developed in this study are:

H3: the hedonic value affects the impulse buying (impulsive buying) of ornamental plant consumers on Instagram

The Effect of shopping enjoyment on impulsive purchase

In the research of Kwek, Tan, & Lau (2010) it is explained that Beatty and Ferrell define shopping enjoyment as a form of satisfaction obtained from the shopping process itself. Shopping enjoyment is a pleasure that results in a shopping process. The pleasure that consumers feel when shopping can trigger impulse buying. This is in line with the statements of researchers who state that shopping enjoyment has an influence on impulse buying (Kaur and Singh 2007; Mohan et al, 2013; Saad and Metawi, 2015; Wijaya, 2017; Dharmaningrum, 2019; Wiwoho, 2020; Hashmi, et al. al., 2020; Dwikayana, et. al., 2021). Based on this, the hypotheses that can be developed in this study are:

H4: shopping enjoyment has an effect on impulsive purchases of ornamental plant consumers on Instagram

The effect of shopping lifestyle on impulsive purchase

Currently, shopping is not only to get the goods needed or to fulfill needs, but has become a recreational activity and a lifestyle (Herabadi et al, 2009). As stated in many studies that shopping lifestyle has an influence on impulse buying (Saputri, N.W. and Kusuma, M. 2020; Putra, J.R., Balgies S. 2021; Susanti and Sari, 2021; Purnamasari, 2021; Meutia, 2021). The hypotheses that can be developed in this study are:

H5: shopping lifestyle has an effect on impulsive purchases (impulsive purchases) of ornamental plant consumers on Instagram

IV. Conclusion

An intense competition in selling ornamental plants on Instagram makes sellers have to be more competitive in presenting ornamental plant products that depend on consumer expectations. One of the changes that occur in this fierce competition is the decline in impulse buying. The advantages of ornamental plant products have such a big change impact. The development of hedonic values also affects the impulse buying of ornamental plants on Instagram, it shows that the concept of Shopping Lifestyle and Shopping Enjoyment has become a necessity to show the work of the selling entity. Strategic planning and complex utilization in selling ornamental plants on Instagram are needed as a solution to face the uncertain changes that occur in the fierce competition era.

In the fierce competition era, the sale of ornamental plants on Instagram requires the concept of an effective and efficient tertiary education service strategy. By the increasing of fierce competition, the concept of impulse buying has become the main subject in overcoming threats and opportunities. For this reason, further

research is needed to determine the role of hedonic values in increasing impulsive purchases through Shopping Lifestyle and Shopping Enjoyment selling ornamental plants on Instagram.

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