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Malaysian Gen Y and Impulsive Shopping Behavior? Roles of Hedonic Shopping Motivation

Melissa Faisal, Khaizuren Nabilah, Mohd Zaki Sadik, Umami Kalsum Hassian, Mohd Isham Abidin, Khalilah Ibrahim

Faculty of Business Management, Universiti Teknologi MARA, Melaka, Malaysia.

Abstract

The purpose of this study is to determine the impact of hedonic shopping motivation towards online impulsive buying among generation Y. For this study, researcher focus on impact of relationship between independent variables which are dimension of hedonic shopping motivation (social shopping, value shopping, adventure shopping, idea shopping and relaxation shopping) and dependent variable (online impulsive buying). Data of this study were collected from 300 respondents by using convenience sampling and has been analyzed by using SPSS software. Reliability test, descriptive analysis and multiple regression have been gather using SPSS. Based on the findings, it shows that only social shopping and idea shopping has relationship with online impulsive buying meanwhile another three variables (value shopping, adventure shopping and relaxation shopping) are rejected. Thus, recommendation and suggestion for future studies were discussed at the end of this project.

Keywords: Online Impulsive Buying, Hedonic Shopping Motivation, Generation Y

Introduction

In this modern world, the internet has become a necessity as it is widely used throughout all social levels and has made information more accessible. According to Albarq (2014), the usage of Internet has grown rapidly over the past few years and it has become a common medium for delivering and trading information, services and goods. Internet facilities allow users to easily access information from devices such as smartphone, tablets or computers. As stated in Internet World Stats (2019), the highest ranking of internet usage in the world goes to the Asian region with 50.1% of usage, much higher than the other regions of the world. A survey conducted by the Malaysian Communications and Multimedia Commission (MCMC) in 2018, there was an increase in the number of internet users in Malaysia, from 24.5 million users in 2016 to 28.7 million users in 2018. Improvement of network coverage, quality and competitiveness among mobile service providers is the main factor that contributes to the increasing number of Internet users. Malaysian Communications and Multimedia Commission (MCMC) in 2018 identify that around 93.2% of users are routinely accessing internet

through their smartphone. In addition, the emergence of new and latest versions of smartphones in the Malaysian market has led to the advancement of communication tools and accessibility to new information.

The growth of internet usage was also driven by online shopping. According to Ganesh et al. (2010), internet users are motivated to engage in online shopping activities because of the stimulating effects of attractive and interesting websites. Most of the internet users prefer to purchase through social commerce as it is more convenient and flexible. However, online shopping increases the tendency for consumers to buy products impulsively since the convenience initiates a feeling strong desire as well as feelings of pleasure and excitement (Wu, Chen & Chiu, 2016). These unnecessary purchases are known as impulse buying. In a recent study, it was found that younger consumers, such as the millennials, who are highly engaged in multi-channel shopping, perceive online channels to be more efficient. Millennials otherwise known as Generation Y, are individuals born between 1980 and 2000 (Lee & Kotler, 2016). Kaifi et al. (2012) explained that this group was called Millennials due to their closeness to the new millennium era, being raised in a digital age and was influenced by computers and are also characterized by a greater acceptance of non-traditional family values and ethics (Andert, 2011). Based on observations from past researchers, the buying behavior of this group is characterized by their tendency to spend more on products and brands that match their personality, lifestyle and community values, however, they will not stay loyal to one brand (Ayaydin & Baltaci, 2013). Greene (2004) and Lazarevic (2012) state that millennials are less loyal to a brand compared to other generations. Furthermore, Generation Y has the highest purchasing power compared to other generations (Ang et al., 2009; Farris et al., 2002).

According to Jin and Kim (2003), the definition of shopping motivation is the attitude that consumers bring toward marketplace and the behavior that satisfies their needs. The two types of shopping motivations are utilitarian and hedonic (Nguyen et al., 2007). Hedonic shopping motivation refers to the consumers who shop for self-pleasure, joy and entertainment. Babin et al., (1994) said that hedonic shopping motivation invokes excitement during a purchasing process. There are five dimensions of hedonic shopping motivation. They are social shopping, value shopping, adventure shopping, idea shopping and relaxation shopping (Arnold and Reynold, 2003) that will be further discussed in this study. Thus, the objectives of this study are:

1. To determine whether there is a positive relationship between social shopping and online impulsive buying behavior
2. To determine whether there is a positive relationship between value shopping and online impulsive buying behavior
3. To determine whether there is a positive relationship between adventure shopping and online impulsive buying behavior
4. To determine whether there is a positive relationship between idea shopping and online impulsive buying behavior
5. To determine whether there is a positive relationship between relaxation shopping and online impulsive buying behavior

Literature Review

Hedonic Shopping Motivation

Hedonic motivation can be described as illusion or other types of emotion experienced while purchasing a product (Hirschman and Holbrook, 1982). In a similar research, Engel and Minard (2000) said that hedonic motivation is the innate desire for the person to shop and fulfil sensual desire and dreams. Furthermore, Babin et al. (1994), said that consumers that actively engage in hedonic shopping show excitement and enjoyment during shopping activities. Wakefield and Baker (1998) mentioned that hedonic shopping motivation relate to the experience and intention to purchase. Consumer with hedonic motivation will buy a product impulsively (Tauber, 1972). Nowadays, consumers prefer enjoyable shopping activities (Ma'ruf, 2008). Akram et al. (2017), said that hedonic shopping motivation directly influences online impulsive buying among internet users. Social, value, adventure, idea and relaxation shopping are five dimensions of hedonic shopping motivation that influence online impulsive buying (Arnold and Reynolds, 2003).

Online impulsive buying

According to Dawson and Kim (2009), impulsive buying was promoted effectively through the expansion of multi-shopping channels. Impulsive buying can be defined as an unplanned shopping activity that relates to desire, excitement and pleasure (Wu, Chen & Chin, 2016). Based on consumer behaviour studies, impulsive buying differs from rational buying, which can be predictable (Sharma et al., 2010; Verhagen and van Dolen, 2011). This study can be supported by Rock (1987) and Sharma et al. (2010), who state that impulsive buying is an unexpected buying behaviour that disregards future implications. In addition, there is an increase in the number of consumers who engage in impulsive buying situation due to growing number of internet users (Lebo, 2003). Consumers' behaviour are also more spontaneous during online shopping (Park et al., 2012). According to Floh and Madlberger (2013), online consumers have tendency to engage in impulsive buying and overspending due to uncomplicated process of online transaction (Dittmar et al., 2014). Furthermore, functional value in online shopping sites also invoke a strong sense of desire within the consumers during shopping process (Ha and Jang, 2010). In a similar research, Liu et al. (2013) stated that the ease in accessing website is a major influence of online impulsive buying. Product pictures that are uploaded on websites also encourage impulsive buying (Chang & Cheung, 2001). This is proven by Griffith et al. (2001), who states that visualization on website can create a good impression on online consumers. Based on an observation-based study by Park et al., (2012), impulsive buying also occurs due to hedonic motivation where consumer seek to satisfy their pleasure, fantasy, social and emotional satisfaction when purchasing products. Due to simplicity and convenience of exploring, searching and paying through social commerce, it encourages hedonic motivation (Hansen and Olsen, 2006).

Social Shopping

As stated by Evans, Christiansen, & Gill (1996), shopping is a social behaviour that is done together with friends or family members. This can be supported by McGuire (1974), who states that this activity can influence human motivation that seeks acceptance, affection and affiliation. According to Dawon et al. (1990), one of the activities that influence consumers to socially interact is shopping. This claim is also supported by Arnold and Reynolds (2003). Consumers believe that the time spent

with family and friends as something that they can benefit from. Darden and Dorsch (1990) mentioned that, for some consumers, social interaction is an important as a motivation. In addition, consumers prefer to shop with their friends or relatives (Westbrook and Black, 1985; Cox et al., 2005). According to Wolfinbarger & Gilly (2001), customers are excited to share their shopping experience and connect with their family, friends and other people. For the consumer, spending time with their family or friends will make them happy during the shopping (Dawon et al., 1990).

Value Shopping

Shopping motivation that encourage the hunt for bargains, finding discounts and seeking sales is referred to as value shopping (Arnold & Reynolds, 2003). Besides that, value shopping can also be referred to as as inexpensive shopping opportunities for the consumers (Wagner, 2007). According to McGuire (1974), the consumers' search of value is understood from the perspective of competitive achievement in which the goal is to succeed and enhance their self-esteem. This study can be supported by Babin et al. (1994), where the consumers gain experience, excitement and sensual involvement during promotion seasons. In addition, consumers have the tendency to engage in impulsive buying because they can receive benefits from the promotion (Bucklin and Latin, 1991). Value shopping also lead to emotional satisfaction, whereby consumers have the chance to purchase their products at lower prices (Cox et al., 2005). Chandon et al. (2000) said that by getting a discount, consumers will think that they are making smarter choices, thus giving them space to feel satisfied.

Adventure Shopping

According to Arnold & Reynolds, (2013) shopping can be excitement, experience and adventurous. Puccinelli et al., (2009) said that the consumers can gain an experience when they shop with exploiting in searching their products. Hence, adventure shopping can be identified by their behavior who likes to be in alone while seeking their products (Arnold and Reynolds, 2003). Webster et al. (1993) mentioned that consumers are will experience of curiosity in searching their products using the computers. Based on study from the past researcher, when consumers try a new product and get new ideas, they will be exploring more in shopping and might be adventure for them which turn out it could satisfy motivation (Kim, 2006). Beatty, Kahle, Homer and Misra (1985) said that consumers that in same age and same interest are more enjoy and fun in exploiting products during shopping activities. According to Sherry J.F.A (1990), said that when consumers surfing and seeking the products over the internet, it not fully satisfies their desire until the process of shopping occurs. Furthermore, usage of devices for the internet also creates curiosity among the users in online impulsive buying (Webster et al., 1993).

Idea shopping

Innovation of products influence consumers' lifestyle whereby it encourages them to purchase impulsively (Hausman, 2000). According to Hausman (2000), many consumers prefer to buy a product with a different view or when no one has used the product before. This can be supported by Arnold and Reynolds (2003), where this motivation focusses on consumers who want to experience and learn about new trends and fashions. Online shopping becomes important to this consumer since it gives information about latest products and brands that correlate with new trends (To et al., 2007). According to Parsons (2002), people are able to seek information about latest trends, fashion and

brands if they go further in online shopping transaction. Hence, this motivation encourages consumer to purchasing products impulsively through online platforms (Kim and Eastin, 2011). Based on Sproles and Kendall (1986), consumers in fashion literally enjoy the excitement of seeking a new thing. This claim can be supported by Fairhurst, Good and Gentry (1989), where shopping activities is seen as another way to gain new ideas, experience and information about trends fashion. Hence, to look out for new information, consumers search through various media sources (Goldsmith and Flynn, 1992; Polegato and Wall, 1980).

Relaxation Shopping

According to Arnold and Reynolds (2003), relaxation can be called as gratification shopping motivation which can be defined as an individual's predisposition toward shopping to relieve stress and changing the mood from negative to positive. This can be supported by Tauber (1972) and Kim (2006), where consumers will feel good and specially treated due to relaxation shopping. In addition, shopping activities help to release stress (McGuire, 1974) and run from the problem for a while (Lee et al., 2001). Pucinelli et al., (2019) said that a person that experience boredom gets encouraged to purchase a product when they are experiencing good shopping. Other studies have emphasized that a person will feel better and more energized when they make impulse buying (Cobb and Hoyer, 1986; Rook, 1987; Hausman, 2000). Some of the consumers confessed that through shopping they can reduce stress and stop thinking about their problems as they see that shopping activities can relieve their stress which directly influences impulsive buying behavior (Yu and Bastin, 2010). According to Chang, Burns and Francis (2004), fashion industry is a good alternative for consumers to relax and choose from a variety of designs depending on the latest trends and fashion.

Research Model and Hypotheses

Relationship of social shopping and online impulsive buying behavior

Shopping activities not only can create a bonding with family or friends, but it also creates enjoyment to spend time together (McGuire's, 1974). According Darden and Dorsch (1990), communication of social can be a main motivator to the consumers. Hence, it can be presumed as below;

H1: There is positive relationship between social shopping and online impulsive buying behavior.

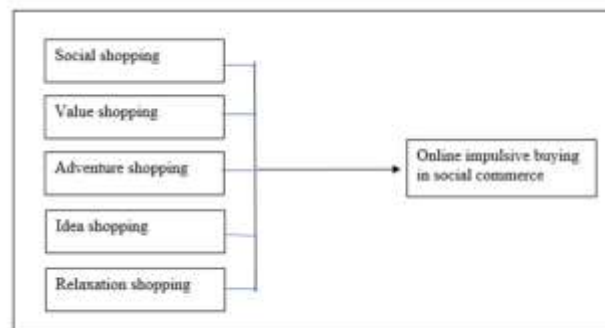


Figure 1: Theoretical Framework

Relationship of value shopping and online impulsive buying behavior

Searching for promotions, looking for discounts and hunting for bargains is refer to value shopping (Arnold & Reynolds, 2003). According to Westbrook and Black (1985), consumers will gain achievement when they get to find a discount or bargain in online purchasing. This led to purchases without planning through online. Hence, it can be postulated as below;

H2: There is positive relationship between value shopping and online impulsive buying behavior.

Relationship of adventure shopping and online impulsive buying behavior

Adventure shopping is defined as an individual's predisposition toward shopping to seek excitement and experience (Arnold & Reynolds, 2013). According to Puccinelli et al., (2009) state that the consumers gain an experience when they shop with adventure in searching their products. This motivation pursues consumers to describe shopping as a way for them to create difference in their lives by taking a break and spare their time in shopping activities. Hence, consumer that have impulsive buying behavior will feel they were in another world and this is sign of adventure shopping (Arnold and Reynolds, 2003). Hence, it can assume as below;

H3: There is positive relationship between adventure shopping and online impulsive buying behavior.

Relationship of idea shopping and online impulsive buying behavior

Innovation of product influence to consumer lifestyle which encourage the consumer to purchase impulsively (Hausman, 2000). According to Hausman (2000), many consumers are preferring to buy a product with a different view and no one has using the product yet. Thus, some of this consumer does have any intention to buy or see a new product when they are interest with new items, style and latest trends in online shopping. Hence, it can be assumed as below;

H4: There is positive relationship between idea shopping and online impulsive buying behavior.

Relationship of relaxation shopping and online impulsive buying behavior

According Arnold and Reynolds (2003), relaxation can be called as gratification shopping motivation can be defined as an individual's predisposition toward shopping to relieve stress or to treat themselves and it also can be described as trips for rewarding, relieving depression, escaping and taking their mind off stressors during the shopping. This can be support by O'Shaughnessy (1987), where emotions can affect consumers' buying behavior. Pucinelli et al., (2019) said that a person that experience boredom encourages them to purchase product when they feel good shopping experience. Other studies have emphasized that fact a person will feel better and more energizer when they make impulse buying (Cobb and Hoyer, 1986; Rook, 1987; Hausman, 2000). Hence, it can be postulated as below;

H5: The is positive relationship between relaxation shopping and online impulsive buying behavior.

Method*Sample and data collection*

The sample of this study are those of Generation Y which are born within the year 1980 – 2000 (Lee & Kotler, 2016). A total of 300 respondents answered the questionnaires that were distributed through online survey, where the researcher used Google Doc Form.

Respondents' Profile

In terms of the distribution of gender were female, 81.9% and male, 18.1%. Majority of respondents age between 25 to 29 years old (56.2%). For education level majority of the respondents were a Degree holder (62.9%) and Diploma and below (37.1%). This study included the employed respondents (67.6%) and self-employed (32.4%). As for the income level, most of the respondents make from RM1,001 – RM2,000 (47.6%) followed by RM2,001 – RM3,000 (28.6%). Lastly, most of the respondents will spend their money on Instagram (40%) and Facebook (39%) to purchase products.

Measures

Data was collected using a structured questionnaire. The questionnaire contained 6 sections that were related to Online Impulsive Buying Behavior including five dimension of Hedonic Shopping Motivation which are Social Shopping, Value Shopping, Adventure Shopping, Idea Shopping and Relaxation Shopping. The questionnaire was adopted from a measurement developed by Akram et al. (2018) that used 5-point Likert-scale. All of the dimensions are reliable - 0.865 for social shopping, value shopping with 0.923, adventure shopping with 0.86, idea shopping with 0.912 and lastly relaxation shopping with 0.876. In addition, the measurement is 5-point Likert-scale from 1 = strongly disagree to 5 = strongly agree. The R^2 for this study is 0.767 which indicate that 76.7% of the variation of dependent variable (Online Impulsive Buying Behavior) are an interpretation by the independent variable (Social shopping, Value shopping, Adventure shopping, Idea shopping and Relaxation shopping).

Data Analysis

In order to analyze the research model, this study used the Statistical Package for the Social Sciences software (SPSS) to run the Multiple Regression analysis and test the hypotheses to discover the relationship between independent variables and dependent variable of this study. Additionally, a reliability test was done to see the reliability of all the used items.

Table 1.0 Results of the Structural Model Analysis (Hypothesis Testing)

Hypothesis	Significance Value	Supported/ Rejected	Std Error	Std Beta	t-value
H1: Social shopping – online impulsive buying behavior	0.000	Supported	0.067	0.482	6.066
H2: Value shopping – online impulsive buying behavior	0.163	Rejected	0.071	0.079	1.404
H3: Adventure shopping – online impulsive buying behavior	0.260	Rejected	0.082	0.087	1.132
H4: Idea shopping – online impulsive buying behavior	0.006	Supported	0.109	0.274	2.796
H5: Relaxation shopping – online impulsive buying behavior	0.410	Rejected	0.071	0.072	0.828

Discussion

Based on the analysis using SPSS software, this study only had two independent variables, social shopping and idea shopping that have a positive relationship with the dependent variable, online impulsive buying behavior. However, from the past research which adopted by Akram et al. (2018), all the independent variable is related to the dependent variable. Researcher found that value shopping does not influence online impulsive buying behavior it might be influenced by other factors. According to Shim and Kotsiopulos (1993), women are not concerned about fashion (product) but rather focus on its price. For adventure shopping, being impatient and emotionally intense lead to less fun when shopping (Studak and Workman, 2004), which could be why this variable did not show positive relationship with the dependent variable. Finally, relaxation shopping does not have relationship with online impulsive buying behavior due to low level of interests in purchasing products which does not encourage customers to purchase products impulsively (Michon et al., 2007).

Conclusion

This study has identified that social shopping and idea shopping are two major factors contributing to impulsive online behavior among Generation Y in Malaysia. As a conclusion, the researcher recommends Generation Y to be responsible for themselves especially in doing social and idea shopping online. Over spending during online purchases was triggered by social (motivation from

friends and family) and idea (the idea that the products is unique and different from other people) shopping can cause a challenge in future if one does not realize this. Thus, Generation Y should create an effective financial planning to divide their expenditures and savings in order to ensure that they do not overspend and eventually could possibly drag them towards debt.

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