

# The Influence Of Lifestyle, Hedonic Motivation, And Sales Promotion On Impulse Buying

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## Abstract

The aim of this research is to identify the impact of of lifestyle, hedonic motivation, and sales promotion on impulse buying. The examination employs a quantitative approach. A total of 150 respondents act as the sample of this study. The data were collected using the accidental sampling technique and were analyzed using multiple linear regression. The results of the investigation indicate that the three variables (lifestyle, hedonic motivation, and sales promotion) affect impulse buying. The results show the t-value higher than 0.05, indicating the acceptances of the three hypotheses proposed. In addition, this study also emphasizes the business people in search of sustainability to always adjust product trends and improve sales ability in conducting promotions so as to obtain good marketing performance. The limitation of this study is that 150 respondents were obtained and carried out in the city of Bandung. It is recommended to conduct other surveys in different geographic areas and expand the sample size for further research to increase the reliability of the findings.

## Keywords

Life style, hedonic motivation, sales promotion, impulse buying.

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## Introduction

Online shopping activities in Indonesia continue to grow from year to year, with fashion as the category that has the highest demand (Kimiagari & Malafe, 2021). This condition is the driving force of the development of the system that makes online shopping in Indonesia easier and more efficient, with various attractive offers that will encourage people to make impulse purchases. Impulse buying itself occurs when people experience an urge to shop without any consideration of the value of the product purchased.

According to Anggreanti and Suryanata (2021), impulsive shopping is increasing, and planned shopping has decreased by 7% in Indonesian society. This shows that the pattern of consumer behaviour in shopping has changed slightly with the increase in unplanned purchases. In terms of the number of units purchased, the data shows that unplanned purchases have increased by 6% compared to planned purchases which have decreased by 4%. Impulse buying usually occurs without a plan, and there is an impulse at the time of shopping. Hajjat (2021) argues that impulse buying occurs in convenience goods, which do not require effort to buy them. However, according to Shin and Jin (2021), impulse buying also applies to fashion products, which are shopping goods, because fashion products are one of the products that are mostly purchased on impulse as it is a product that is purchased by involving one's emotions and lifestyle.

Many factors affect impulse buying. Consumers can engage in impulse buying because of lifestyle encouragement, hedonic motives, or incentives from the company in the form of discounts. A person's lifestyle will encourage impulse buying in fashion products. Research conducted by Febrianti, Tambalean, and Pandhami (2021) proves that shopping lifestyle positively affects impulse buying. Many other researchers also support the arguments that a person's lifestyle will affect impulsive shopping patterns (IRIANI, NUSWANTARA, KARTIKA, & PURWOHANDOKO, 2021; Soelton et al., 2021).

In addition to shopping lifestyle, hedonic motivation also affects impulse buying. This hedonic desire can be an emotional impulse that gives a sense of pleasure and happiness when shopping, which will lead to impulse buying. Various studies have found that hedonic motivation positively affects impulse buying (GÃ¼ltekin, 2012; Lennartsson & Zeka, 2021). Impulse buying can also be encouraged by various incentives provided by the company in the form of promotional programs: sales promotion. Sales promotion is a marketing activity that provides added value or incentives to key customers with the main goal to stimulate sales quickly (Mehta, 2020). Sales promotion can encourage consumers to make purchases without a plan as it tempted them with the incentives that will be obtained by buying a product or service offered by the company (Samoedra, 2021). Based on this, the authors are interested in examining the influences of shopping lifestyle, hedonic motivation, and sales promotion to impulse buying behaviour.

**Impulse Buying** Impulse buying is a purchase that happens when consumers experience a sudden feeling, full of a strong urge to buy something immediately (Siahaan, Cahyani, & Welsa, 2021). Impulse buying is an unplanned purchase, which is an action made without prior planning or a purchase decision that occurs spontaneously when the consumer spends his time in a store or online shop. This unplanned purchase occurs as the result of stimulus in a store or an online shop (Ata & Sezer, 2021) Impulse buying has the following characteristics: a) spontaneity (impulse buying occurs unexpectedly and motivates consumers to buy right away), b) power, compulsion, and intensity (there is an urgency to put other things aside and act immediately); c) excitement and stimuli (sudden desires that associate purchases with emotions such as exciting, thrilling, and wild); d) indifference to the consequences (the irresistible desires to buy that lead to disregard of negative consequences from the purchase) (Hosta & Zabkar, 2021). Elements commonly found in the definition of impulse buying in the consumer behaviour literature research include: (a) having little planning; (b) making decisions too quickly; (c) being in the presence of an emotional high, which can be accompanied by a forced experience; and (d) dissatisfaction or regret after the purchase (Park, Kim, & Forney, 2006).

## Literature Review

### Lifestyle

According to [Hajjat \(2021\)](#), lifestyle is the way an individual expresses his activities, interests, and income. A person's lifestyle reflects the individual in interacting, behaving, and acting with his environment. Lifestyle will also affect a person's shopping patterns. Shopping lifestyle is a lifestyle that related to the way a person lives, spends their time and money, as well as including their purchasing activities, perspective, and viewpoint about the world ([Darma & Japariato, 2014](#)). Someone who follows the development of lifestyle such as fashion will be willing to spend their time and money to follow the latest trends.

### Hedonic Motivation

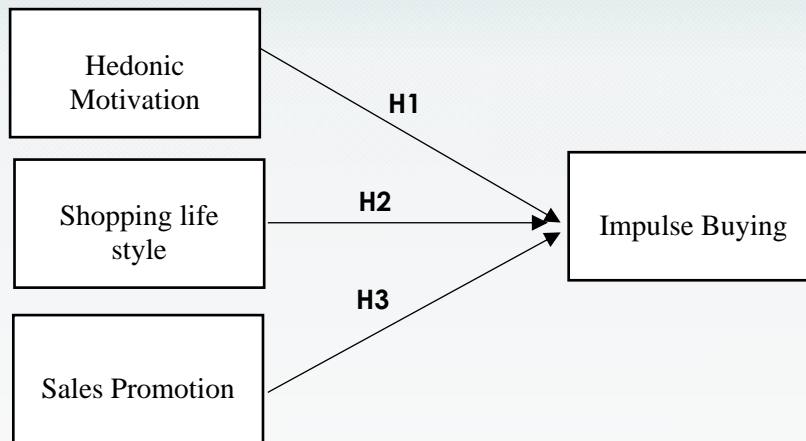
Hedonic shopping motivation can be defined as an encouragement for consumers to shop as they consider shopping to be a pleasure because it fulfils their needs as well as allowing them to experience the enjoyable atmosphere in the store even when they don't make any purchases ([GÃ¼ltekin, 2012](#)).

Hedonic motivation is a buying activity that is driven by behaviour related to the five senses, fantasies, and emotions that make material pleasures and enjoyment the main goal of life. Hedonic motivation can be classified into six categories, namely 1) Adventure Shopping: shopping is an experience that allows consumers to feel as if they have their own world; 2) Social Shopping: shopping is an enjoyable activity that allows consumers to spend their time together and socialize; 3) Gratification Shopping: shopping is a mean for consumers to forget their problems; 4) Idea Shopping: shopping is consumers' way to follow new fashion trends as well as spotting new products; 5) Role Shopping: shopping for others gives consumers more pleasure than shopping for themselves; 6) Value Shopping: shopping is a fun game, namely when bargaining prices, looking for places to shop that offer discounts and sales at low prices ([Arnold & Reynolds, 2003](#)); [Miller \(2021\)](#).

### Sales promotion

Sales promotion is a marketing activity that provides added value or incentives to sales forces, distributors, or main customers with the main goal to stimulate sales quickly and to encourage prospective buyers to make purchases quickly or spontaneously (impulse buying) ([Hajjat, 2021](#); [Mehta, 2020](#); [Priyambodo, Tjiptono, & Suyoto, 2012](#)). Sales promotion is a limited-time marketing communication given to add value to a product or brand ([Kegan, 2020](#)). Thus, sales promotions consist of a variety of incentives, mainly short-term, formulated to stimulate a quicker or stronger purchase of a particular product by customers or merchants.

Some forms of sales promotion used in general include: samples; coupons; cash-back offers (rebates/discounts); price reductions after purchase (not at the retail stores; the manufacturer will give the predetermined price reductions for customers who send the proof of purchase by mail); bundle pricing by offering consumers lower price than the regular charge of a product; and prizes such as opportunities to win cash, travel, or goods from a draw as the reward from the purchases ([Hajjat, 2021](#)).

**Figure 1.** Conceptual Framework

## Methodology

The study uses a quantitative-explanatory approach as it aims to examine and explain how the variables relate to each other. Specifically, this research is conducted to investigate the influence of hedonic motivation, sales promotion and shopping lifestyle on impulse buying. The analytical technique used is quantitative analysis. In this study, the population is Widyatama University students. The sample used is 150 respondents. The approach used in sampling is non-probability sampling and purposive sampling technique with the characteristics: respondents are Widyatama students and have made impulsive or unplanned purchases at online stores. Multiple linear regression analysis was employed to determine the magnitude of the influence between the independent variables on the dependent variable. Validity and reliability tests were conducted to support the analysis. The hypothesis test is carried out by conducting the t-test using SPSS program.

## Results And Analysis

Data from the responses of 150 respondents showed that there were 42% male respondents and 58% were female. Most of the respondents aged between 20 to 23 years old which is 74% out of the total respondents. The major part of the respondents study in Management and Accounting study program. Based on their frequency of online shopping, most of them shop one to three times a month.

**Table 1**  
Respondent Profile

Profil Responden		Percentage
Gender	Male	42%
	Female	58%
Age (years)	< 18	14%
	18 - 20	38%
	21 - 23	36%
	24 - 26	7%
	> 26	5%
Study Program	Management	48%
	Accounting	27%
	Language	10%
	Engeneering	15%
Online Shopping Frequency Per Month	1-3 times	68%

	4-6 times	27%
	>6 times	5%
Allowance	< 1 million IDR	7%
	1 – 2 million IDR	10%
	2.1 – 3 million IDR	36%
	3.1 – 4 million IDR	24%
	4.1 – 5 million IDR	18%
	➤ 5 million IDR	5%

**Source:** Primary data processed in 2021

## Validity and Reliability Tests

Validity and reliability tests on lifestyle variables (8 questions), hedonic motivation (8 questions), sales promotion (5 questions), and impulse buying (6 questions) showed the value above 0.5. The results indicate that all statements in the measurement of this study are valid. The results of the reliability tests are as follows:

**Table 2.**  
Reliability Tests

Variables	Cronbach Alpha (>0,70)	Remarks
Hedonic Motivation	0.898	Reliable
Life style	0,840	Reliable
Sales promotion	0,889	Reliable
Impulse buying	0.815	Reliable

**Source:** Primary data processed in 2021

Based on the value of Cronbach Alpha, all variables are reliable since the value is greater than 0.70.

## Descriptive Analysis

Based on [Table 3](#), it can be inferred that each research variable in this examination has a good mean value. The highest mean value was obtained by the lifestyle variable (3.9500), while impulse buying has the lowest mean value.

**Table 3**  
Descriptive Statistics

	Mean	Std. Deviation	N
Impulse Buying	3.6300	.66158	150
Hedonic Motivation	3.8100	.60665	150
Sales Promotion	3.8867	.68087	150
Life style	3,9500	.61237	150

## Coefficient of Determination

The coefficient of determination is employed to determine the degree of the effect or contribution of the independent variables to the dependent variable.

**Table 4**  
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,671 <sup>a</sup>	,450	,438	,49581	1,871

a. Predictors: (Constant), Lifestyle, Sales Promotion, Hedonic Motivation  
b. Dependent Variable: Impulse Buying

Based on [table 4](#), it can be observed that the R-Square in this study is 0.450 or 45%, and the Adjusted R-Square in this study is 43.8%. Thus, it can be concluded that the variables of lifestyle, sales promotion, and hedonic shopping motivation have an effect of 43.8% on the impulse buying variable, while the remaining 56.2% of the impulse buying variable is affected by other variables that are not examined in this investigation.

## Hypothesis Test

The hypothesis test is an essential part of this study and was conducted following the data collection and analysis. The assessment was conducted to answer the hypothesis made by the researcher. The t-test is employed to investigate whether each independent variable has any significant partial effect on the dependent variable. If the t-value > t-table or the -t-value < -t-table, then the effect is significant. This leads to the rejection of H0 and the acceptance of H1. Meanwhile, the t-value < t-table or the -t-value > -t-table means that the influence is not significant and indicates that H0 is accepted and H1 is rejected. [Table5](#) shows that:

a. The t-test between X1 (Hedonic Shopping Motivation) and Y (Impulse Buying) shows t value of 5.537. Meanwhile, t table ( $\alpha = 0.05$ ;  $df = N-2$ ;  $150 - 2 = 148$ ) is 1.975. As t value > t table ( $5.537 > 1.975$ ) and sig t value ( $0.001$ ) <  $0.05$ , the effect of X1 (Hedonic Shopping Motivation) on Impulse Buying is significant. This means that H0 is rejected and H1 is accepted. Thus, it can be concluded that Impulse Buying is significantly influenced by Hedonic Shopping Motivation. In other words, an increase in Hedonic Shopping Motivation will significantly increase Impulse Buying.

**Table 5**  
T Test value

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,295	,320		,921	,358
HedonicMotivati on	,475	,086	,436	5,537	,001
SalesPromotion	,146	,066	,150	2,215	,028
Lifestyle	,243	,081	,225	2,982	,003

b. The t-test between X2 (Sales Promotion) and Y (Impulse Buying) shows t value > t table and a significant value of  $0.028 < 0.05$ , implying the significant effect of X2 (sales promotion) on Impulse Buying. This indicates that H0 is rejected and H1 is accepted. Thus, it can be inferred that Impulse Buying is significantly affected by Sales Promotion or by increasing Sales Promotion, Impulse Buying will get a significant increase.

c. The t-test between X3 (life style shopping) and Y (Impulse Buying) shows t value of 2,982. Meanwhile, t table ( $\alpha = 0.05$ ;  $df = N-2$ ;  $150 - 2 = 148$ ) is 1.975. As t value < t table ( $2,982 > 1.975$ ) and sig t value ( $0.003$ ) <  $0.05$ , the effect of X3 (Life style shopping) on Impulse Buying is significant. This indicates that H0 is rejected and H1 is accepted. Thus, it could be argued that Impulse Buying is significantly influenced by shopping lifestyle.

## Discussion

This research aims to investigate the relation between hedonic motivation and impulse buying. The findings of the study show a significant relationship between the impulsive buying variable and hedonic motivation, as evidenced by the higher t-value compared to the t table and p of 0.001 (<0.050). The conclusion is consistent with the research conducted by WIDAGDO and ROZ (2021) that argue that Hedonic Shopping Motivation affects impulse buying at the Zalora online store. Several other studies also display that hedonic shopping positively influence impulse buying (Hidayah & Sari, 2021; Putra, 2021). Hedonic shopping motivation, which associates shopping with an adventure, a fun activity, and a means to socialize and exchanging information done by Generation Z, triggers impulse buying behavior or unplanned purchases in e-commerce.

In addition, this study also proves that sales promotion positively affect impulse buying. Other studies conducted by previous researchers supports the outcomes of this investigation that marketing strategies in the form of sales promotions may lead to impulse buying (Septiana & Widyastuti, 2021; Tirtaning & Setiaji, 2021). Various sales promotion programs undertaken by companies encourage consumers to buy spontaneously. Discount and buy-one-get-two or refund programs, for instance, will lead to spontaneous purchases. This shows that price is an important factor that leads to impulse buying behaviour. Generation Z consumers tend to make unplanned purchases to get benefits in the form of price discounts. Providing offers in the form of discounts will increase the possibility of Generation Z consumers to make unplanned purchases or impulse buying for e-commerce.

The final objective of this research is to determine the influence of shopping lifestyle on impulse buying. If the goods offered by online stores are in accordance with the interests and personalities of the consumers, the intention to buy impulsively will be higher. This finding is in line with previous researches which states that shopping lifestyle has a positive and significant influence on impulse buying (Laura, Oswari, Hastuti, & Yansi, 2021; Soelton et al., 2021).

## Conclusions And Recommendations

This study aims to investigate the influence of hedonic motivation, sales promotion, and shopping lifestyle on impulse buying. The results of the analysis show that the three X variables are important elements that can affect impulse buying. Organizations and e-commerce can use the outcomes of this examination as references to increase the factors that influence impulse buying so that they can maximize profits and provide strategies that are in accordance with the characteristics of consumer. In addition, companies can consider students as the main target market in the future as they is a potential market.

Respondents' unwillingness to disclose their personal information serves as one of the limitations of this examination. In addition, the sample size is only 150 respondents, and the surveys only take place in Bandung. Future researches can overcome these limitations by expanding the sample size as well as conducting surveys in different geographic areas. It is also recommended to add other variables such as trust and web quality to find out other factors that influence impulse buying.

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