

Research Paper

The Effect of Hedonic Consumption Tendency on Online Impulse Buying through Positive Emotion on the Flash Sale Marketplace on Millennial Generation

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Abstract.

In today's era, offline shopping behavior has changed to online one, in order to increase the development of e-commerce platforms. Even online shopping activities are no longer a necessity. Now it is a hobby, especially for the millennial generation. This phenomenon happened because shopping activities can provide a pleasant experience for themselves. It makes consumers choose attractive online shopping places. One of them is the marketplace that offers flash sales. With the availability of various kinds of products and big discount offers or hot deals, it is easy for consumers to make online purchases spontaneously. It is mainly when they are influenced by a pleasant mood that will increase their desire to shop higher. The study aims to determine the effect of hedonic consumption tendency on online impulse buying through positive emotion on the millennial generation. PLS was used to analyze the data. The total number of respondents for this research were 252. The results of the study show that there is a positive and significant influence between hedonic consumption tendency toward online impulse buying, positive emotion toward online impulse buying, hedonic consumption tendency toward positive emotion, also there is a significant difference between hedonic consumption tendency toward online impulse buying through positive emotion in flash sale marketplace studies on the millennial generation.

Keywords: hedonic consumption tendency, online impulse buying, positive emotionCorresponding Author: Ita
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1. Introduction

The development of information and telecommunications technology in various parts of the world is experiencing very rapid development. It is through this development and progress that innovators take the initiative to create new opportunities, one of which is the entry of the marketplace into today's life. Marketplace is an online business transaction platform that facilitates commercial transactions such as selling goods, services and information between sellers and buyers digitally (Alrubaiee, Alshaibi, & Al-Bayati: 2012). Marketplaces are increasingly popular in Indonesian society for shopping for various needs. One of the marketplaces from abroad that has just entered the

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Indonesian market but already has quite a lot of enthusiasts is Shopee. Based on iPrice analysis from SimilarWeb during the second quarter of 2020, the number of monthly web visitors from Shopee was 93,440,300, the most of its competitors, with the number one appstore ranking and the number one marketplace playstore ranking in Indonesia (iprice.co.id, 2020).

Shopee just entered Indonesia at the end of 2015 (liputan6.com). However, Shopee was able to attract a large number of users in a short time compared to its competitors who first entered Indonesia. However, the increasing number of marketplace players has led to innovations in Shopee's sales and marketing strategies. One of them is a flash sale promo strategy such as 10.10 super brand day, 12.12 Birthday Sale, Rp.99 to attract consumers to make purchasing decisions. Flash Sale is a Shopee Indonesia program that allows consumers to buy various dream items with big discounts and a limited time (Shopee.co.id, 2020). According to Rezki Yanuar (Shopee Country Brand Manager), people who shop at flash sales are people who have a hobby of online shopping so that the items purchased tend to be out of planning or can be called online impulse buying.

According to Verhagen & Van Dolen (2011) impulse buying occurs when a person experiences the urge to buy a product without careful consideration of why and for what reasons the person buys a product. The increase in online impulse buying is influenced by several factors that depend on the behavior of online consumers themselves, one of which is the hedonic consumption tendency. Consumers will be more involved in impulse buying when they are motivated by hedonic desires or by non-economic reasons such as pleasure, fantasy, social satisfaction, and emotional (Park et al, 2006). In addition, positive emotion allows consumers to make purchasing decisions quickly thereby reducing the complexity of decision making (Hausman, 2000). In the research by Beatty and Cha in Park (2006) said that positive emotions function as a critical mediator in the relationship between hedonic consumption tendencies and fashion oriented impulse buying in the market environment.

Furthermore, the Shopee marketplace is an online shopping platform that is very popular with young people or the millennial generation. This is evident from the results of an interview between Bisnis.com Technology (2018) and Shopee CEO Chris Feng who stated that the majority of Shopee's consumer base or visitors are millennials with the age group of 15-25 years. In addition, according to mastercard research which reveals that 50% of the millennial generation in Indonesia are the most impulsive customers in Asia Pacific (CNN Indonesia, 2015).

To find out more and for sure how the phenomenon of online impulse buying is on Flash Sale Marketplace Shopee, this research is directed to conduct research on how the hedonic shopping tendency influences online impulse buying through positive emotion on Flash Sale Marketplace Shopee (Studies on Millennial Generation in Malang City)”.

From this phenomenon, the problem can be formulated as follows:

1. What is the description of the condition of hedonic consumption tendency, online impulse buying, and positive emotion on the flash sale marketplace Shopee?
2. Does the hedonic consumption tendency directly affect online impulse buying on the Shopee flash sale marketplace?
3. Does positive emotion directly affect online impulse buying in the Shopee flash sale marketplace?
4. Does the hedonic consumption tendency directly affect positive emotion in the Shopee flash sale marketplace?
5. Does positive emotion mediate the influence of hedonic consumption tendencies on online impulse buying on the Shopee flash sale marketplace?

2. Literature Review

Conceptual Framework and Hypothesis Development

2.1. The Effect of Hedonic Consumption Tendency on Online Impulse Buying

Studies conducted by Hausman (2000) say that consumers satisfy various hedonic needs by shopping, and the acquisition of certain products is a secondary act of shopping. Since the purpose of the shopping experience is to satisfy hedonic needs, the products selected during the buying process appear to be unplanned and represent impulsive buying behaviour (Hausman, 2000). Because the results of impulse purchases tend to be fun rather than the need for the product itself (Rook, 1987). In research conducted by Verplanken and Sato (2011) said that impulse buying can fulfil a person's hedonic needs. The relationship between hedonic consumption tendency has a positive effect on online impulse buying supported by research by Chih (2012) which states that hedonic consumption needs has a positive and significant effect on buying

impulsiveness. This is also supported in Dananjaya's research (2016) which states that hedonic consumption tendency has a positive and significant effect on impulse buying. Impulse buying is able to reduce stress and anxiety so as to provide pleasure for someone (Wasaya, 2016).

H1: Hedonic Consumption Tendency has a positive and significant effect on Online Impulse Buying on the Shopee flash sale marketplace.

2.2. The Effect of Hedonic Consumption Tendency on Positive Emotion

Impulse buyers are usually more emotional than non-impulsive consumers, they show their emotions with positive feelings such as the joy and pleasure of shopping (Donovan and Rossiter, 1982). Influence or mood has been known as a critical variable that significantly influences certain actions including impulsive purchases ((Beatty and Ferrell, 1998). Positive emotions allow consumers to make purchase decisions quickly thereby reducing the complexity of decision making (Hausman, 2000). Researchers have found that positive emotion is a predictor variable or variable that causes changes in impulse buying in the context of fashion shopping (Park et al., 2006). Ferreira et al. (2017) said that positive emotion has a positive effect on impulse purchases. According to Jung Chang (2014) positive emotion that perceived by consumers due to the stimulation of the shop environment will lead to impulsive buying behaviour. This is also supported in the research of Paramita, Zainul, and Sunarti (2014) which states that there is a positive influence relationship between positive emotion on online impulse buying at online stores. Therefore, positive emotion in consumers is an important factor to increase impulse buying, including online purchases.

H2: Positive Emotion has a positive and significant effect on Online Impulse Buying on the Shopee flash sale marketplace.

2.3. The Effect of Hedonic Consumption Tendency on Positive Emotion

Research conducted by Park et al (2006) says that hedonic consumption tendency has a positive and significant effect on positive emotion in fashion products. This is also supported by research conducted by Haq and Abbasi (2016) which says that if a consumer has a hedonic consumption tendency, then the consumer will be compelled

to make a purchase, which indirectly creates positive emotions such as feeling happy, enthusiastic and comfortable. .

The higher the hedonic consumption tendency, the more positive emotion the consumer will have when shopping. This is supported in research by Park et al (2006) which states that consumers feel more enthusiastic and satisfied during shopping trips when they meet the need for new experiences and a new world. These findings are also supported by Bloch et al (1991) and Roy (1994) in Park et al (2006) who say that hedonic consumption is to increase emotional needs such as pleasure, relaxation, and satisfaction.

H3: Hedonic Consumption Tendency has a positive and significant effect on Positive Emotion in the Shopee flash sale marketplace.

2.4. The Effect of Hedonic Consumption Tendency on Online Impulse Buying Through Positive Emotion

Hedonic consumption tendency is the tendency of consumers to explore their own pleasures in the shopping process. Positive emotion is a happy feeling that arises in a person due to environmental stimulation or previous emotions which can be in the form of feelings of joy, enthusiasm, and enthusiasm. Rook (1987) shows that impulse buying includes a hedonic element, and makes consumers feel good, happy, and satisfied. Unplanned purchases are sometimes more concerned with self-pleasure than acquiring the benefits of the product itself. Because shopping tends to stimulate a person's positive emotions such as excited, enthusiastic, and satisfied (Chih, 2012). Even in this modern era, shopping activities are no longer a necessity but are used as a hobby. When a person is filled with positive emotions, it will be easy to do impulse buying because consumers tend to make purchases without thinking about the consequences.

In the impulse buying process, someone will prioritize self-pleasure compared to the benefits of the product itself (Dey, 2017). There is a significant indirect influence for hedonic consumption tendency towards fashion oriented impulse buying which is mediated by positive emotion (Park et al, 2006). This is also supported in Beatty and Cha's research in Park (2006) which says that positive emotions function as a critical mediator in the relationship between hedonic consumption tendency and fashion oriented impulse buying in the market environment. This hypothesis is also supported in research conducted by Vazivehdoost, H. Rahnama, A. Mousaviyan, S.J. (2014) which says that the tendency to hedonic consumption has a positive effect on fashion-based impulse buying through positive feeling. As explained in some of the relationships

between the variables above, that each variable influences each other positively and significantly. Overall, this study concludes that hedonic consumption tendency has a positive and significant influence on online impulse buying which is mediated by positive emotion.

H4: Hedonic Consumption Tendency has a positive and significant effect on Online Impulse Buying through Positive Emotion on the Shopee flash sale marketplace.

3. Methods, Data And Analysis

3.1. Research Method

3.2. Samples and Procedures

This study examines the structural relationship between hedonic consumption tendency and online impulse buying through positive emotion. Researchers used online questionnaires which were socialized to respondents through social media. In the process of determining the sample, the researcher used a purposive sampling method where the researcher provided criteria for determining the target respondents. The criteria are (1) Respondents are millennial generations aged 20 – 40 years by 2020 (Ministry of Women's Empowerment and Child Protection, 2018), (2) Respondents are domiciled or occupy Malang City for at least one year, (3) Respondents have made purchases without a plan or impulse buying on the flash sale marketplace Shopee. Questionnaire questions are given in Indonesian. This study uses SmartPLS 3.3.2 to analyze data. Respondents in this questionnaire totaled 252 respondents who were obtained from the calculation of determining the sample from the infinite population formula of Daniel & Terrel.

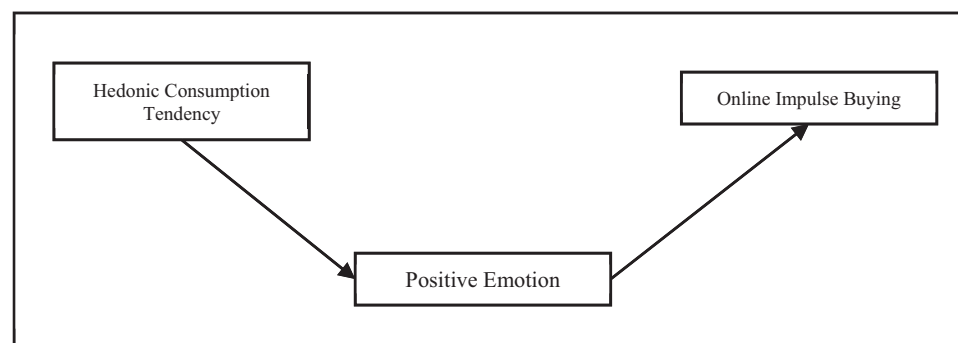


Figure 1: Research Design.

3.3. Measurement

All items, variables and indicators in this study were adapted from various previous studies. To measure hedonic consumption tendency, we use 8 items from Yanthi & Japarianto (2014) and Liapati et al (2015). Measurement of positive emotion with 4 items from Park et al (2006). Online impulse buying is measured by 8 items from Verhagen & Vandollen (2010) combined with Rummyeni and Haq (2014). All items from hedonic consumption tendency (HCT), positive emotion (PE), and online impulse buying (OIB) use a 5-point Likert scale.

4. Data Analysis

Respondent demographics in this study received as many as 252 respondents. Most of our respondents are women. There are 26.2% male and 73.8% female. Approximately 68.7% of our respondents are dominated by SMA/SMK or the equivalent of 173 people. And dominated by students, namely 71.4% or as many as 180 people. Table 1 presents descriptive statistics, loading factors, and Average Variance Extracted (AVE). Table 1 shows that all variables have grand mean values ranging from 3.72 to 4.18. This result can be classified as "high category".

Researchers use construct validity with convergent validity tests to test the correlation between items or indicators. Based on the rule of thumb evaluation of the measurement model mode A, the average variance extracted is > 0.50 for confirmatory research and exploratory research (Ghozali, 2014: 93). In table 1 the average variance extracted value of all variables is greater than 0.50 so that it can be said to be valid. This study also uses indicator reliability by looking at the factor loading value of each construct indicator. According to the rule of thumb, an item or indicator is said to be reliable if it has a loading factor value of more than 0.6-0.7 (Ghozali, 2014: 93). shows that all variables in this test are valid and reliable.

5. Results And Discussion

This study uses hypothesis testing through SmartPLS 3.3.2. First, the researcher measures the goodness of fit model of the fit model. The fit index suggests that the model fits the data fairly well. It is known that the Standardized Root Mean Square Residual (SRMR) from this study is 0.065 and less than 0.10 or 0.08, so the correlation or relationship in the research model is considered suitable. Then the NFI value of this study is 0.836

TABLE 1: Descriptive Analysis, Loading Factor, and AVE.

Variabel		Mean	Loading Factor	AVE
Hedonic Consumption Tendency		4,18		0,512
X1	I want to feel a new experience by making purchases at flash sale shopee	4,22	0,661	
X2	I want to feel a new experience by making purchases at flash sale shopee	4,09	0,713	
X3	I shop at Shopee flash sales when they have big discounts	4,62	0,783	
X4	I enjoy hunting for bargains with limited time when shopping at Shopee flash sales	4,44	0,707	
X5	I shopped to see what new products were available in the Shopee flash sale	3,90	0,711	
X6	I shop at Shopee flash sales to get new stuff	3,82	0,768	
X7	I shopped at Shopee flash sales to overcome a bad mood	4,04	0,756	
X8	I shopped at the Shopee flash sale as a gift to please myself	4,31	0,612	
Positive Emotion		4,10		0,664
Z1	I was excited when I saw the Shopee flash sale	4,13	0,890	
Z2	I feel interested in the products available in the Shopee flash sale	4,14	0,868	
Z3	I feel satisfied when I shop at Shopee's flash sale	4,13	0,779	
Z4	I feel comfortable and calm when shopping at Shopee's flash sale	4,00	0,887	
Online Impulse Buying		3,72		0,735
Y1	I made a sudden purchase at the Shopee flash sale without any prior planning	3,93	0,898	
Y2	I made a purchase at the Shopee flash sale without a second thought due to time constraints	3,70	0,827	
Y3	I had no intention of making a purchase at a Shopee flash sale before	3,79	0,694	
Y4	Before visiting the Shopee app, I had no intention of buying at the Shopee flash sale	3,81	0,925	
Y5	I still buy the catchy Shopee flash sale products even if I don't need them	3,58	0,866	
Y6	I don't think about the aftermath of shopping at a Shopee flash sale	3,57	0,756	
Y7	I immediately made a purchase at the Shopee flash sale due to a time limit	3,85	0,731	
Y8	I couldn't stop myself from making a purchase at the Shopee flash sale	3,50	0,791	

which is close to 1 so that the model of this research is said to be getting better or according to the model built. As well as having an Rms Theta value of 0.150 close to zero, so it can be said that the model is getting better. Researchers use path analysis for hypothesis testing. The test criteria state that if the path coefficient is positive and

the p-value is <0.05 (significant level = 5%), then it is stated that there is a positive and significant influence.

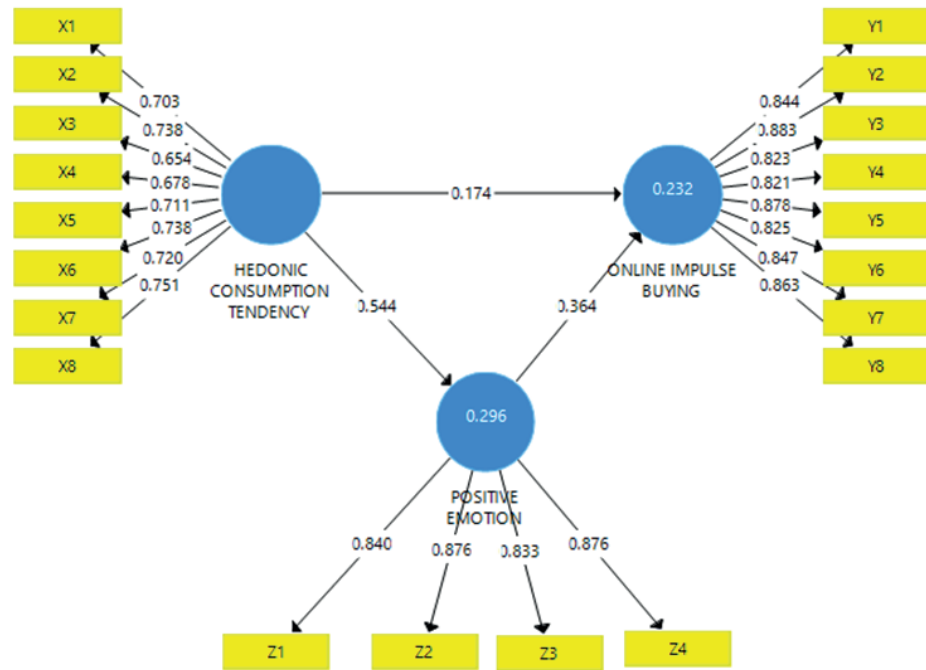


Figure 2: PLS Analysis Results.

Table 3 shows that the four hypotheses are supported. The results of the study (table 3) show that hedonic consumption tendency ($\beta = 0.174$, P Value = 0.039) has a positive and significant effect on online impulse buying. This also occurs in positive emotion ($\beta = 0.364$, P Value = 0.000) which has a positive and significant effect on online impulse buying. Hedonic consumption tendency ($\beta = 0.544$, P Value = 0.000) has a positive and significant effect on positive emotion. There is an indirect influence of hedonic consumption tendency towards online impulse buying through positive emotion ($\beta = 0.198$, P Value = 0.000). Thus H1, H2, H3, and H4 can be accepted.

This study found that hedonic consumption tendency has a positive and significant effect on online impulse buying at the flash sale marketplace Shopee. This means that the higher the hedonic consumption tendency, the greater the tendency to increase online impulse buying. A related study is from Bayley and Nancarrow (1998) which says that impulse buying is hedonic consumption. Research findings from Amiri et al. (2012) also stated that consumers who have a high tendency in hedonic consumption will make them more likely to make impulse buying. These opinions are also supported in the research results of Haq, et al (2014) hedonic consumption tendency has a significant relationship and influence with impulse buying. In addition, research by Dananjaya, et

TABLE 2:

Eksogen	Mediator	Endogen	Path Coefficient	Indirect Coefficient	SE	P Value	Information
<i>Hedonic Consumption Tendency</i>	-	<i>Online Impulse Buying</i>	0,174	-	0,085	0,039	H1 Supported
<i>Positive Emotion</i>	-	<i>Online Impulse Buying</i>	0,364	-	0,081	0,000	H2 Supported
<i>Hedonic Consumption Tendency</i>	-	<i>Positive Emotion</i>	0,544	-	0,062	0,000	H3 Supported
<i>Hedonic Consumption Tendency</i>	<i>Positive Emotion</i>	<i>Online Impulse Buying</i>	-	0,198	0,055	0,000	H4 Supported

al (2016) states that hedonic consumption tendency has a significant and positive effect on impulse buying for fashion product customers at Bali’s mall.

This study also found that positive emotion had a positive and significant effect on online impulse buying at the Shopee flash sale marketplace. This means that the higher the positive emotion, the greater the tendency to increase online impulse buying. The results of this study are in accordance with previous research in Park, Kim, and Forney (2006) which resulted in findings that positive emotion has a positive and significant effect on impulse buying. Consumers with positive feelings such as being excited and satisfied will impulsively buy more products during shopping. When a person is filled with positive emotions, it will reduce the complexity of decision making, especially when shopping. This is also supported by research by Ferreira, M.C.O., Brandao, M.M., & Bizarrias, F.S (2017) which says that positive emotion has a positive and significant effect on impulse purchases. Consumers with positive emotions show a greater urge to buy because they feel less in control. So positive emotion is very important to influence purchases at the Shopee flash sale marketplace.

From this research, the test results show that hedonic consumption tendency has a positive and significant effect on positive emotion in the flash sale marketplace Shopee. This means that the higher the hedonic consumption tendency, the positive emotion will increase. The results of this study are consistent with research conducted by Park, Kim, and Forney (2006) which found that hedonic consumption tendency has a positive and significant effect on positive emotion during shopping. Consumers feel more energized and satisfied during shopping trips when they get answers to their curiosity, new experiences, and the feeling of exploring a new world. This is also supported in the

research by Bloch (1991) and Roy (1994) which states that involvement of hedonic or experiential shopping motivations is able to fulfil a person's emotional needs such as pleasure, relaxation, and satisfaction (Park et al, 2006).

The results of our research show that there is an indirect influence between hedonic consumption tendency and online impulse buying through positive emotion. This means that the hedonic consumption tendency has a positive and significant effect on online impulse buying through positive emotion. The results of this study are in accordance with research conducted by Park, et al (2006) which resulted in the finding that there is a significant indirect effect for hedonic consumption tendency on fashion oriented impulse buying through a mediating variable, namely positive emotion. Then another study conducted by Beatty & Ferrell (1998) has documented that positive emotion functions as a critical mediator in the relationship between hedonic consumption tendency and fashion oriented impulsive buying in the market environment. This supports the importance of positive consumer emotion in encouraging impulse purchases. This discovery was also supported in research conducted by Vazivehdoost, H. Rahnama, A. Mousaviyan, S.J. (2014) which says that the tendency to hedonic consumption has a positive effect on fashion-based impulse buying through positive feeling. So that positive emotion becomes a mediating variable between hedonic consumption tendencies and online impulse buying on the flash sale marketplace Shopee.

6. Conclusions

Consumers feel excited when shopping online at the Shopee flash sale marketplace which is carried out to get a pleasant experience so that it can provide personal subjective pleasure. Then consumers make purchases at the Shopee flash sale marketplace spontaneously and without planning before opening the Shopee application, and consumers have a positive mood when shopping at the Shopee flash sale marketplace because they are interested in the products offered. Based on the results of the study, it shows that there is a positive and significant influence between hedonic consumption tendency towards online impulse buying, there is a positive and significant influence between positive emotion towards online impulse buying, there is a positive influence between hedonic consumption tendency towards positive emotion, there is a positive and significant influence between hedonic consumption tendency towards online impulse buying through positive emotion on flash sale marketplace Shopee studies on the millennial generation in Malang City.

7. Implications/Limitations And Recommendations

Based on the value obtained from the mediation effect, positive emotion contributes quite a lot in forming online impulse buying at the Shopee flash sale marketplace. According to the results of the research conducted, if the positive emotion variable is applied as a mediator, then the level of consumers' online impulsive purchases of the Shopee flash sale marketplace increases. Therefore, for further research it is suggested to be able to examine positive emotion on different objects and characteristics of respondents, not limited to the millennial generation. In addition, future researchers are also expected to conduct research with more samples that represent not only Malang City, so that they cover a wider geographical location.

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