

The Effect of Shopping Lifestyle, Fashion Involvement, Hedonic Shopping, and Impulse Buying Towards Shopee E-Commerce

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Abstract

Purpose: The purpose of this study was to determine the effect of shopping lifestyle, Hedonic Shopping, Fashion Lifestyle, and Impulse Buying in Shopee e-commerce.

Design/methodology/approach: This study used a quantitative approach. Data was obtained by online questionnaire via Google form. Hypothesis testing is carried out using the classical assumption method, multiple regression and hypothesis testing with SPSS 21.

Findings: Based on the findings of this study, hedonic shopping and shopping lifestyle show a significant effect on Shopee e-commerce. However, impulse buying and fashion involvement show an insignificant effect on Shopee's e-commerce.

Research limitations/implications: The limitation of this study is the small number of sample sizes.

Practical implications: This research is important for analyzing and knowing customer shopping styles in developing digital marketing strategies.

Originality/value: The findings of this research will help companies in developing digital marketing strategies so that companies can achieve maximum goals.

Keywords: E-commerce, shopping lifestyle, hedonic shopping, impulse buying.

Introduction

The advancement of technology and the flow of information has made Indonesian society more open to global knowledge. The rapid internet network also indirectly brings a new phenomenon or new lifestyle among people who like to use internet facilities. One of the businesses or trades that use Internet facilities as a medium is the emergence of e-commerce. One example of e-commerce is the presence of online stores that bring a new phenomenon or a new lifestyle among the public to shop online. People prefer to spend time shopping online rather than visiting the store directly to buy the items they want (Gensler et al., 2017). The emergence of online stores also supports the progress of fashion trends in Indonesia, looking according to the latest trends has become a daily lifestyle, especially for women. Through fashion, a person can show their social status to others, whether they know them or not. Through e-commerce online shops, a person can relax shopping without having to travel far, just use one finger to do shopping at Shopee, One of the fashion online shopping sites that is well known among consumers today is Shopee, shopee is one of the largest fashion online stores in Indonesia which generates 1000s of orders every day (Whatsnew Indonesia, 2023).

Consumers shop because they are motivated by lifestyle desires or economic reasons, such as pleasure, fantasy and social or emotional satisfaction. Since the shopping experience aims to fulfill hedonic needs, these purchased products seem to be chosen without planning and will present an impulse buying. Impulse buying begins when consumers carry out information search/browsing activities. Consumers who like to shop, have a greater tendency to seek information about certain products. From the information obtained, a desire will be created to own the product so that it will decide to carry out purchasing activities.

The rate of online shopping in Indonesia continues to increase year on year, with fashion as the category that has the highest demand (Mutia, 04 April 2019). The online shopping system in Indonesia continues to evolve, becoming easier, and more efficient, with various attractive offers that will encourage people to make consumptive purchases. make consumptive purchases without careful consideration. Impulse buying itself occurs when people experience the urge to shop, without any consideration of the value of the product purchased (Yvonne, 2018). When searching for information, consumers who shop with hedonic motives can feel pleasure by the lifestyle in examining the visual elements of the shopping lifestyle (Widagdo & Roz, 2021). The impulse buying process in fashion orientation is motivated by the new shopping lifestyle version of fashion and brand image that guides consumers to a hedonic shopping experience.

This phenomenon makes researchers interested in seeing the effect of hedonic shopping motivation on impulse buying at Shopee fashion online stores. Then, this study also aims to determine the shopping lifestyle, hedonic shopping, and impulse buying process for shoppers at Shopee online stores. Furthermore, this study also aims to find the influence of shopping lifestyle, hedonic shopping, and impulse buying process on buyers at Shopee online stores on buyers in stores.

Literature Review

Shopping Lifestyle and E-commerce

The shopping habits of a consumer are influenced by changing times, income, and social status (Wahyuni & Setyawati (2020). A Shopping lifestyle refers to how someone lives, how they spend time, and money, purchasing activities, and their attitudes and opinions about the world in which they live (Tirtayasa et al., 2020). According to Dholakia (2020), Shopping lifestyle refers to an individual's distinct approach to shopping, encompassing their preferences, habits and values linked to the shopping experience. It encompasses elements such as shopping frequency, brand loyalty, and the significance of shopping in one's life.

Previous studies showed that shopping lifestyle significantly affects using e-commerce (Zahara et al., 2021; Agmeka et al., 2019). This is supported by Zhang et al., (2019) that shopping lifestyle significantly influences consumer behavior including choices in purchases and preferences for specific brands. Diverse shopping lifestyles among individuals may lead to varying levels of brand loyalty and engagement in e-commerce activities. Other than that, the shopping lifestyle finds utility in segmenting consumers within the e-commerce sector. Understanding the various shopping lifestyles empowers businesses to customize their marketing strategies and offerings to specific consumer groups Papista & Dimitriadis, 2018).

Fashion Involvement

Fashion involvement pertains to an individual's level of interest and active participation in the realm of fashion, encompassing clothing, accessories and style trends (Kim & Forysthe, 2019). It is noteworthy that fashion involvement may vary among age groups, with younger consumers often exhibiting higher levels of interest in fashion (Park & Lin, 2020). Therefore, fashion can be regarded as the artistic medium through which consumers express their individuality by embracing the latest trends or embracing unique styles (Johnstone & Lin, 2022). This is supported by Dang & Phang (2018) that fashion is a medium through which consumers express themselves artistically by either adhering to current trends or adopting unique styles. On top of that, researchers explore connections between fashion involvement, self-esteem, identity expression, and the influence of social factors. Therefore, consumers' spending in the fashion category is often governed by their fashion lifestyles (Darden & Reynolds, 1974; Gutman & Mills, 1982; Li, Li & Kambele, 2012). According to Lee & Jin (2021), a strong correlation exists between high levels of fashion involvement, a willingness to spend more on clothing, and greater receptivity to fashion-related advertising. Furthermore, fashion involvement appears to exert significant and direct effects on both technology readiness and attitudes toward mobile shopping. Notably, strong connections between technology readiness, attitudes, and intentions to use mobile shopping have been identified (Celik & Kocaman, 2017).

Hedonic Shopping

As stated by Atulkar & Kesari (2017), a person's desire to get pleasure for themselves can be fulfilled by visiting a shopping center and enjoying the atmosphere in the shopping center even though they do not buy anything. According to Sari & Pidada (2020), hedonic shopping is a person's desire to get pleasure for themselves, which can be fulfilled by visiting a shopping center and enjoying the atmosphere in the shopping center even though they don't buy anything. In addition to that, previous studies showed that hedonic shopping significantly affects the use of e-commerce (Sari & Hermawati, 2020; Evelina et al., 2020). Hedonic shopping encompasses the delight and emotional contentment individuals derive from the shopping experience, especially when purchasing items that serve functional purposes and contribute to their enjoyment and self-expression (Chandon et al., 2019). Motivation rooted in hedonic shopping is closely tied to the satisfaction of online shoppers. Fulfilling the emotional and experiential desires of consumers becomes imperative for maintaining their engagement with e-commerce platforms (Liu et al., 2018).

Impulse Buying and E-commerce

As defined by Rook (1997), impulse buying is categorized as a hedonically complex urge that can induce emotional conflict, often occurring with reduced consideration of its consequences. Impulse buying involves spontaneous decision-making during a shopping process when a customer decides to purchase a product they had not initially intended to buy before encountering it in the store (Iyer et al. (2020). Impulse buying is purchasing activities carried out by an individual spontaneously or suddenly without any previous intention or purchase plan based on emotional impulses (Efendi et al., 2019). It is important to note that impulse buying typically does not apply to routine consumer products (Beatty & Farrell, 1998). A person's desire to buy a product in large quantities suddenly, without any consideration or process. This is also stated by Liyanage & Wijesundara (2020), that impulse buying can be considered unintentional purchases, furthermore, impulse purchases also go beyond unintentional purchases because they make customers need emotions before buying a product. In addition, motivated purchasing is not merely an impulsive action, it involves multiple variables that

come into play when making an impulsive decision, with various factors contributing to what may appear as a simple impulsive choice (Rook & Fisher, 1995). Therefore, previous studies showed impulse buying significantly affects using e-commerce (Destari et al., 2020; Huang & Suo, 2021). In the last few years with the development of online shopping, especially social media marketing campaigns, attracting causes amplify in impulse buying (Cakanlar & Nguyen, 2018). Impulse buying is turning into a trend with the growth of the e-commerce market. Anisimova & Weiss, (2017).

E-commerce

Information technology plays a vital role in advancing business, particularly in emerging economies. The primary driver for this evolution is the rapid transformation in information and communication technologies. Sharma (2020) discussed how the use of smartphones has facilitated accessible E-commerce, enabling businesses to reach customers conveniently. Future advancements are expected to further strengthen business development by E-commerce which has demonstrated numerous advantages, especially evident during the COVID-19 pandemic while physical marketing had limited reach. Therefore, E-commerce provides a convenient and adaptable platform to maximize customer satisfaction. This is supported by Christina et al., (2019) stated that digital marketing is the activity of marketing or promoting a brand or product using digital media or the internet. In addition, Guven (2020) stated that E-commerce is a modern marketing that is continually evolving due to dynamic shifts and trends and has emerged as a crucial element that amplifies individual importance in the purchasing process and decisions necessitating emphasis. Lyu (2020) explained the core of E-commerce encompasses any form of business transaction conducted online. A widely recognized example of E-commerce is online shopping, involving the buying and selling of goods via the internet on various devices. The proposed framework is presented in the following figure.

Theoretical Framework



Figure 1: The Shopee E-Commerce

Figure 1 shows the conceptual framework shows the effect between shopping lifestyle, fashion involvement, hedonic shopping and impulse buying towards Shopee E-Commerce.

Method

The population of this study was Shopee application users using the time limes formula with a sample size of 50 respondents using a purposive sampling method where the criteria for respondents were active Shopee users in 2023 and respondents made transactions at least once a month in 2023. The data was obtained by distributing online questionnaire data via Google form where several questions are compiled according to the conditions that consumers have experienced. The SPSS was used for data analysis and regression analysis was utilized to answer the research objective of this study.

Findings

Demographic Profile

Table 1: Summary of Demographic Profile

Respondent		Frequency	Percentage (%)
Gender	Male	4	64
	Female	19	32
Age	29 years and below	37	74
	30-39 years	7	14
	40-49 years	5	10
	50 and above	1	2
Type of Work	Private Employee	44	88
	Public Servant	6	12
Monthly Expenditure for Shopping (1-2 times)	more than Rp. 3000.000	5	83.3
	Rp. 2.000.000 – Rp. 3.000.000	20	86.9
	Rp. 1.000.000 – Rp. 2.000.000	12	57.1
Monthly Expenditure for Shopping (3-4 times)	more than Rp. 3000.000	1	16.6
	Rp. 2.000.000 – Rp. 3.000.000	3	13
	Rp. 1.000.000 – Rp. 2.000.000	9	42.8

The descriptive analysis in this study analyzed information related to the demographic profile and the length of service in the banking sector. Table 1 shows the descriptive distribution of the respondents in this study. In this study, the demographic profile of 50 respondents, 64% of employees are male, and 32% are female. Regarding the age group, the majority of these respondents' ages range between 29 and below, which is around 74%. Most of these respondents are working in the private sector with 88% while the rest are working as a government servant with 12%. In terms of the monthly expenditure for shopping, the majority of these respondents spend about Rp. 2.000.000 – Rp. 3.000.000 for 1-2 times in a month which indicates 86.9%. Furthermore, about 42.8% of the respondents have spent about Rp. 1.000.000 – Rp. 2.000.000 3-4 times in a month.

Reliability Analysis

Cronbach’s Alpha is a reliability coefficient that indicates how well the items in a set are positively correlated to one another (Sekaran & Bougie, 2010). According to Sekaran and Bougie (2010), the closer the reliability coefficient gets to 1.0, is better. In general, reliability of less than 0.60 is poor; those in the 0.70 range are acceptable, and the value of Cronbach’s Alpha exceeding 0.80 is good. Sekaran and Bougie (2010) added that the closer the reliability coefficient to 1.0, the better it is.

Table 2: Reliability Analysis

Variable	Cronbach Alpha	Number of Item
Shopping Lifestyle	0.761	5
Fashion Involvement	0.796	4
Hedonic Shopping	0.740	6
e-commerce	0.689	3
Impulse Buying	0.771	5

From Table 4.12, the Cronbach’s Alpha coefficient implies high internal consistency. The coefficient for awareness is 0.852 (5 items), knowledge showed 0.700 (6 Items), and perception represents 0.688 (5 items). For the dependent variable satisfaction consisting of 4 items, the coefficient is 0.471. Based on the results, all the measurements for each variable are acceptable.

Regression Analysis

The result in Figure 2 indicates that $R = 0.901$, $R^2 = 0.812$, $adj R^2 = 0.796$. The multiple correlation coefficient between the variables which are shopping lifestyle, hedonic shopping, fashion involvement and impulse buying towards the Shopee e-commerce is 0.901. It indicates the independent factors considered in the regression model are highly and positively correlated with the dependent variable. The four independent factors account for 81.2% of the variance in Shopee e-commerce. Hence, 18.8% of the variations in Shopee e-commerce are due to other factors not investigated in this study. The adjusted R^2 is 0.812 indicating the result of this study is generalizable to other populations. Given that the adjusted R^2 is close to the R^2 value, it represented that no overfitting of the model to the sample occurred (Hair et al., 2006). Figure 2 presents the ANOVA table. Based on the finding, the F-test is 48.682 at $p < 0.05$ indicating a significant association between the variables in this study.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.901 ^a	.812	.796	.66846

a. Predictors: (Constant), IBuying, FInvolvement, HShopping, SLifestyle

Figure 2: Model Summary

Table 3: Anova

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	87.012	4	21.753	48.682	<.001 ^b
	Residual	20.108	45	.447		
	Total	107.120	49			

a. Dependent Variable: SHOPEE

b. Predictors: (Constant), IBuying, FInvolvement, HShopping, SLifestyle

Figure 4 presents the finding of coefficient analysis. Among the four factors investigated, Hedonic Shopping (B=0.521, t=13.450, p=0.001) indicated the highest standardized beta coefficient. Means that, hedonic shopping is the important factor in predicting the customer buying intention on Shopee e-commerce. In descending order, the importance factor follows with Shopping lifestyle (B=0.052, t=1.729, p=0.091). In contrast, Fashion Involvement (B= -0.037, t= -1.138, p=0.261) and Impulse buying (B= -0.072, t= -2.163, p=0.036) are not significantly related to the Shopee e-commerce.

Table 4: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.054	1.054		-.051	.959
	SLifestyle	.052	.030	.139	1.729	.091
	HShopping	.521	.039	.891	13.450	<.001
	FInvolvement	-.037	.033	-.076	-1.138	.261
	IBuying	-.072	.033	-.172	-2.163	.036

a. Dependent Variable: SHOPEE

Discussion and Conclusion

Hedonic shopping and shopping lifestyle play pivotal roles in the success of e-commerce. Hedonic shopping refers to the emotional and pleasurable aspects of online shopping, such as the joy of discovering new products and the thrill of making impulse purchases. This emotional engagement fosters customer loyalty and drives repeat business. Shopping lifestyle, on the other hand, reflects how consumers integrate online shopping into their daily lives, making it a habitual and integral part of their routines. E-commerce platforms that understand and cater to these dimensions create immersive and personalized experiences, resulting in increased customer satisfaction, higher sales, and sustained growth in the digital marketplace.

In contrast, Impulse buying, and fashion involvement do have an impact on buying intention in e-commerce, but their effects are not always straightforward. Impulse buying can sometimes lead to increased buying intention, as the convenience and accessibility of e-commerce platforms make it easier for consumers to act on sudden desires. However, it may not always result in long-term loyalty or repeat purchases, as the impulsive decisions made online might not align with the consumer's true needs or preferences. Next, Fashion involvement, or a strong

interest in fashion, can influence buying intention positively, especially when consumers are looking for the latest trends and styles.

E-commerce platforms cater to this by offering a wide range of fashion choices. However, it can also lead to more discerning shoppers who carefully consider their purchases, potentially reducing impulse buying. Ultimately, the impact of impulse buying and fashion involvement on buying intention in e-commerce depends on various factors, including individual consumer behavior, the nature of the products, and the effectiveness of the e-commerce platform's marketing and user experience. Thus, it's a nuanced relationship that varies from case to case.

Hence, this finding is important for e-commerce platforms in strengthening their strategies to attract more customers to shopping using e-commerce platforms. E-commerce platforms should focus on hedonic shopping and shopping lifestyles because these aspects enhance user engagement and satisfaction. By catering to consumers' emotional and lifestyle-driven desires, platforms can foster loyalty, drive repeat business, and create a more immersive and personalized shopping experience, ultimately boosting sales and long-term success. Other than that, to improve the intention among customers to use Shopee as an e-commerce platform, the management of Shopee can enhance buyer intention by focusing on several key strategies. First, they should prioritize user experience, ensuring seamless navigation, responsive design, and quick load times. Personalization is crucial; employing data-driven recommendations and tailored marketing can help match products to individual preferences. Building trust through secure payment options, transparent pricing, and reliable customer service fosters confidence in the platform. Utilizing social proof, such as reviews and ratings, can also influence buyer decisions positively. Moreover, offering competitive pricing, promotions, and loyalty programs can further incentivize purchases. Ultimately, e-commerce platforms that create a user-friendly, trustworthy, and value-driven environment are more likely to increase buyer intention and drive conversion rates.

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