

The influence of Shopping Lifestyle, Fashion Involvement, and Hedonic Shopping on e-Commerce and Moderating Effect of Impulse Buying

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Abstract

Purpose: This study aims to determine how shopping lifestyle, fashion involvement and hedonic shopping influence the e-commerce and the moderating role of impulse buying.

Design/methodology/approach: This study was utilized a quantitative research approach and questionnaires was used as a data gathering technique. The population of this study is the customers that used an e-commerce platform. The number of sample size for this study is 50. SPSS was used for the data analysis and this study was used reliability analysis and regression analysis to answer all the objective.

Findings: The finding shows hedonic shopping has a significant influence on e-commerce Platform. However, shopping lifestyle and fashion involvement are not influencing the e-commerce platform. The finding also presents a moderating effect of impulsive buying on the relationship between independent and dependent variable. The finding shows the small moderation interaction effect between the variable.

Research limitations/implications: The limitation of this study is a small number of sample size.

Practical implications: This study is important in understanding the customer shopping style and it will help the business in strategies their marketing activities.

Originality/value: This study present a finding that will help the enterprise in strategies their business for sustain.

Keywords: shopping lifestyle, fashion involvement, hedonic shopping, impulse buying

Introduction

In the internet era, humans cannot be separated from mobile phones. The rapid development of the internet directly encourages the lifestyle to shop using e-commerce easily. Online figures come with their own uniqueness to shop just by using their fingers without having to come directly to the conventional market. Online shopping is becoming increasingly important in the current era, rendering comprehension of consumer online shopping habits crucial (Mohamed, & Wee, 2020). This happens because individuals prefer things that are useful, and obviously

shopping on the web turns out to be more reasonable compared to shopping indirectly starting from the finesse of time, energy, and a wider determination of goods. Shoppers who make impulse purchases can be based on lifestyle changes such as design inclusion and shopping lifestyles (Tirtayasa et al., 2020).

Since the COVID-19 coronavirus disease first appeared, e-commerce has been more and more well-liked (Alwan, Hu, Al Asbahi, Al Harazi, & Al Harazi, 2023). The spread of COVID-19 boosted e-commerce as a medium for trade between businesses and customers as well as between businesses and retailers (Myovella et al. 2020). Due to constraints, people started purchasing online because they could not leave their homes (Yuan et al 2021). In several regions, including America, Europe, Asia, and the rest of the world, the pandemic had a negative impact on e-commerce. E-commerce must develop competitive tactics that make digital platforms resilient and sustainable if it is to survive in the post-pandemic period (Alwan et al. 2023).

Consumer surveys and industry data indicate that the pandemic has accelerated an e-commerce trend that was already being seen prior to the crisis (Kim, 2020). According to some authors' predictions, if people continue to behave differently after the epidemic ends, the digitalization of the market and the habits acquired during it may result in structural changes to consumption (Kim, 2020; Sheth, 2020). discovered that online users exhibit both emotion- and problem-focused coping mechanisms (Guthrie, Fosso-Wamba, & Arnaud, 2021). There is a growing amount of study on "unregulated buying" online, including obsessive, impulsive, and unplanned purchases (LaRose, 2001).

Hence, based on the advancement of technology, there is a lot of factors that required a new study especially that related to the behavioral of customer. The main objective of this study is to determine how shopping lifestyle, fashion involvement and hedonic shopping influence the e-commerce and the moderating role of impulse buying. This study is important for the e-commerce players in understanding the factor that reflect and effect the e-commerce business.

Literature Review

Shopping Lifestyle

Shopping lifestyle is a lifestyle that refers to how one lives, how they spend their time, money, purchasing activities, their attitudes, and opinions about the world in which they live (Levy, 2009: 131). How to spend time and money is used by some consumers to make purchases in excess, one of which is driven by stimulus-stimulus interesting offers that exist in sites selling and buying online. According to Fauziyah, and Fatmawati (2017)., a shopping lifestyle is a form of consumption patterns for people who spend their time and money. Akram, Hui, PKhan, Hashim and Rasheed, (2016) defines a more focused lifestyle, namely a person's way of life; in other words, how that person presents himself according to his interests, activities, and opinions.

Fashion Involvement

Fashion involvement is the involvement of consumers in a fashion product, namely clothing (clothing) which is driven by the need and interest in buying the product or in other words, the customer's interest in fashion products (Mawara, Worang, & Tumewu, 2022). Fashion involvement is closely related to personal characteristics and fashion knowledge which in turn influences impulse buying. This is in line with research (Sari & Yasa, 2021). fashion involvement focuses on a consumer's interaction with fashion clothing as the stimulus in the

marketplace and the more important fashion clothing is in a consumer's life, the greater the involvement with a product such as fashion clothing (Jordaan and Simpson, 2010).

Hedonic Shopping

Babin et al. (1994), the hedonic aspects are related to emotional consumers so that when shopping consumers feel something like happy, hate, angry. Hedonic shopping motivation, in its broadest definition, is defined as an individual's attempt to maximize the sense of pleasure while performing a certain action (Veenhoven, 2009). defined as a behavioural model that positively affects the basic psychological needs of individuals such as satisfaction in social life and personal competence (Huta and Waterman, 2014; Disabato, et al., 2015). Hedonic shopping value describes an emotional value that is felt when shopping and using products Hedonic consumers are looking for websites that provide not only transaction security, privacy, interactive control, and instant access to large amounts of information, but also intrinsic experiences based on sensual stimulation, emotional value, and aesthetics to increase online shopping pleasure (Andriani, Mugiono, & Rahayu, 2021).

Impulse Buying

Impulsive buying is defined as an unplanned or unnecessary purchasing action (Clover, 1950; Rook and Fisher, 1995). Kwan (2016) define impulse buying as sudden purchases without pre-shopping intentions to accept specific product categories or fulfil purchase specific purchasing tasks. In addition, impulse buying behaviors in physical environments, it is observed that along with emotional stimuli; consumer, store and product characteristics come into the prominence (Tinne, 2010). The importance of online impulse buying behavior has increased with the transition of consumers from physical environments to online environments due to reasons such as store locations, limited working hours, personnel complaints, crowds, and environmental pressures (Bressolles, et al., 2007; Dawson and Kim, 2010). The importance of impulse buying in consumer behavior has been studied since the 1940's, since it represents between 40.0 and 80.0% of all purchases. This type of purchase obeys non-rational reasons that are characterized by the sudden appearance and the (in) satisfaction between the act of buying and the results obtained (Reisch and Zhao, 2017)

e-Commerce

The growth of the e-commerce market in Indonesia has been increasing every year. The We Are Social survey results in April 2021 stated that Users' E-commerce in Indonesia reached 88.1%, the highest ranking in Indonesia (Ningrum, & Widanti 2023). Electronic commerce, or e-commerce, is the purchase, sale or exchange of products and/or services through networks such as Internet, where transactions are electronically made or facilitated on different handheld devices such as smartphones, tablets and personal computers, among others (Rahayu, & Day, 2017; Gallego, Bueno, & Terreño, 2016; Jun, Yoon, Lee, & Lee, 2021; Featherman, & Pavlou, 2003). E-commerce has also become one of the rapidly growing markets, with customers conducting many transactions there (Lo, Lin, & Hsu, 2016). Websites are the channels used by companies to attract customers around the world (Khan & Dominic, 2017). In many developing countries consumers had online shopping options (Rahayu, & Day, 2017). Electronic commerce encourages companies to expand the market and attract new customers, due to the advantages such as shorter delivery times and lower costs of products and services (Gallego, Bueno, & Terreño, 2016).

Research Framework

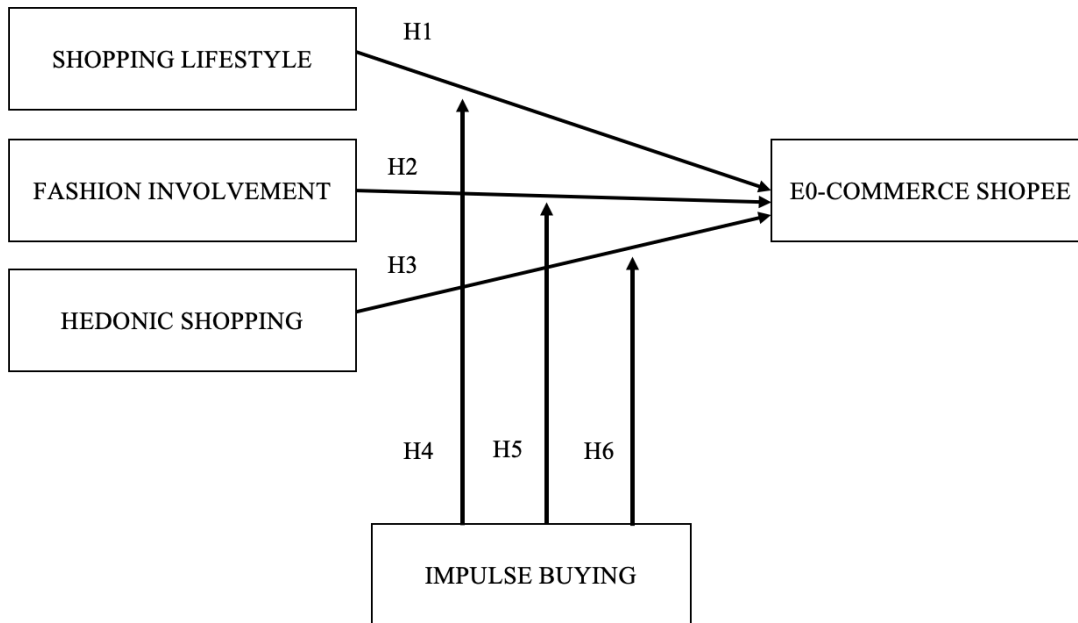


Figure 1: Research Framework

Method

This study utilized a quantitative research method. An online and self-administered questionnaire was used to gather the data. The population in this study were all consumers that have an experience in using e-commerce platform. The number of sample size for this study is 50. Purposive sampling techniques was used. According to Sugiyono (2018) purposive sampling is a technique for determining samples based on certain considerations which aim to make the data obtained later more representative. This study was used SPSS as an analysis tool. To answer the objective of this study, reliability analysis was used to check the internal consistency and regression analysis was used to answer the objective of the study. The measurement of this study consists of 23 items which is shopping lifestyle (5 Items), Hedonic Shopping (6 items), Fashion Involvement (4 items), e-commerce (3 Items) and Impulsive Buying (5 items).

Findings

Reliability Analysis

Based on the Cronbach's alpha analysis, all variables are considered reliable because they achieve alpha value more than 0.65 as a minimum. The result show in Table 1, fashion involvement has the highest Cronbach's alpha value where its alpha value is 0.796, followed by impulsive buying where its alpha value is 0.771, then shopping lifestyle with the alpha value of 0.761, then hedonic shopping with the alpha value of 0.750, and e-commerce platform where its alpha value 0.689. The items used to measure each variable were reliable and none of the items were deleted at this stage.

Table 1: Reliability Analysis

Variable	No of Item	Cronbach's Alpha
Shopping Lifestyle	5	0.761
Hedonic Shopping	6	0.740
Fashion Involvement	4	0.796
E-Commerce	3	0.689
Impulsive Buying	5	0.771

Regression Analysis

The result in table 2 indicates that $R = 0.890$, $R^2 = 0.793$, $\text{adj } R^2 = 0.779$, $F = 58.657$, $p < 0.001$. The multiple correlation coefficient between the variables which is shopping lifestyle, hedonic shopping and Fashion Involvement towards the outcomes factor which is e-commerce is 0.890. It indicating the independent factors considered in the regression model are highly and positively correlated with the dependent variable. Therefore, it represents a high contribution to the e-commerce platform. The three independent factors account for 79.3% of the variance in the e-commerce that reflecting convergent validity. Hence, 20.7% of the variations in the e-commerce are due to other factors do not investigate in this study.

Table 2: Regression Analysis

Independent Variables	Unstandardized Coefficients (B)	Standardized Coefficients (Beta)	t-stat	p-value	VIF
Constant	-0.278	-	-0.255	0.800	
Shopping Lifestyle	0.017	0.045	0.645	0.522	1.096
Hedonic Shopping	0.512	0.876	12.794*	0.000	1.041
Fashion Involvement	-0.43	-0.087	-1.255	0.216	1.057
R				0.890	
R ²				0.793	
Adjusted R ²				0.779	
F-test				58.657	
Sig.				0.001	

*Dependent variable: e-commerce

The adjusted R^2 is 0.779 indicating the result of this study is generalizable to other population. 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). Clearly, the regression model fit the data very well. The R^2 value drop by only 0.014 in the adjusted R^2 that signifies the acceptable cross validity of this model. The F-test is 58.657 at $p < 0.001$ indicates a significant association between the variables. In viewing the unstandardized coefficients, the positive and negative sign on the independent factors is an indication of a positive and negative relationship between independent and dependent variables.

Table 2 present the effect between independent and dependent variable. Firstly, hedonic shopping ($B=0.512$, $t=12.794$, $p=0.000$) indicated highest standardized beta coefficient. In contrast, shopping lifestyle ($B=0.017$, $t=0.645$, $p=0.522$) and fashion involvement ($B=-0.430$, $t=-1.255$, $p=0.216$) are not significantly e-commerce. Hence, based on the finding of this study

hedonic shopping is the important factor in predicting e-commerce. However, shopping lifestyle and fashion involvement are not affected the e-commerce.

Moderating Analysis

Table 3 present the moderating effect of impulsive buying on the independent variable towards dependent variable. Model 1 present the t-value between shopping lifestyle, hedonic shopping, and fashion involvement on e-commerce. Model 2 present the t-value of the variables with impulsive buying as a moderator. Based on the analysis, the results showed that the significance of R² was increased. By using impulsive buying, R² was increased from 0.793 to 0.795.

Table 3: Moderating Effect

	Model 1 Direct Effect (IV -> DV)	Model 2 (Including Impulsive Buying as a Moderating Effect)
SL -> E-Commerce	0.645	0.645
SL*IB ->E-Commerce		0.185
HS -> E-commerce	12.794	12.794
HS*IB -> E-Commerce		-0.238
FI -> E-Commerce	-1.255	-1.255
FI*IB -> E-Commerce		-0.643
R2	0.793	0.795
R2 Change		0.002

Next, the effect size of the moderation interaction effect was calculated as follows:

$$f^2 = R^2_{include} - R^2_{Exclude} / (1 - R^2_{Include})$$

The results showed that the effect size of the moderation interaction f^2 for this study is 0.0097. The results imply that the effect size of the moderating effect was small ($f^2 = 0.02$; Cohen, 1988), while the resulting beta changes were insignificant with t-values of -0.255 and -0.441. Consequently, the finding of this study present that, impulsive buying show a small moderating effect between independent variable and dependent variable.

Discussion and Conclusion

Due to its simplicity and adaptability, e-commerce has not greatly affected customers' shopping habits. E-commerce provides a huge selection of goods, affordable rates, and simple browsing from the convenience of one's own home. Customers like how much time may be saved and how simple it is to compare items. E-commerce platforms also offer tailored advice and smooth transactions. The practical benefits of e-commerce offset the influence of the shopping lifestyle, which makes it a preferable option for many customers looking for efficiency and convenience in their purchasing practices.

"Hedonic shopping," which is motivated by the need for pleasure and emotional fulfillment during the shopping experience, can have an impact on e-commerce by promoting engagement and brand loyalty. Customers that favor physical retail outlets can be those looking for sensory stimulation, novelty, or social engagement. E-commerce, on the other hand, adjusts by including hedonistic components and providing immersive online experiences, virtual try-ons, and interactive content. This fusion of convenience and fun keeps customers interested in

online purchasing while still satiating their hedonistic needs. The capacity of e-commerce to combine convenience with hedonistic components ensures its continuous relevance and attraction in the retail landscape, even though hedonic buying may draw certain customers to physical stores.

Due to several circumstances, fashion involvement may not have a big impact on customer behavior during online buying. Online buyers can explore and experiment freely thanks to the wide variety of fashion options available to them. They have access to product information in detail, reviews, and frequently hassle-free returns. Additionally, the benefits of e-commerce in terms of convenience and time savings frequently outweigh the necessity of trying on or touching the items in person. The development of virtual try-on and augmented reality technologies also fills the gap by providing a virtual experience. Therefore, even while fashion engagement is still necessary, e-commerce benefits frequently surpass any perceived drawbacks, which has a favorable impact on customer behavior.

Due to several circumstances, impulsive purchasing in e-commerce has a relatively small impact. Online shoppers often browse with more purpose and focus, which lessens the risk of making impulsive purchases. Additionally, the lack of tangible retail cues, such as alluring displays or salesmen, reduces impulsive impulses. Users of e-commerce sites are frequently required to go through a methodical checkout process, giving them time to change their minds. Although e-commerce does use tactics like flash deals and suggested items to promote impulsive buying, the effect is typically less noticeable than in physical retail settings where impulse purchases are frequently spontaneous and motivated by immediate stimuli.

Due of its practicality, wide range of available products, and ability to provide individualized experiences, e-commerce is an essential instrument for attracting clients. It offers 24-hour access so that clients can shop whenever is most convenient for them. Customers are given the tools they need to make wise decisions thanks to the wide range of products available and user reviews and comparisons. The recommendations made by personalization algorithms improve consumer happiness. E-commerce additionally provides affordable prices, safe transactions, and effective delivery possibilities. It is a popular choice among a variety of audiences due to its accessibility and global reach. Essentially, the ability of e-commerce to meet contemporary buying preferences and wants validates its significance in successfully luring and keeping clients in the digital era.

The limitation of this study is a small number of sample size. This study is important in understanding the customer shopping style and it will help the business in strategies their marketing activities. This study present a finding that will help the enterprise in strategies their business for sustain. Hence, as a suggestion for the future research, the researcher may use another factors that will influence the use of e-commerce as a platform for the customer to shopping such as the convenience of online shop, safety, customer services, visual and multimedia content, ethical consideration and shipping and delivery process. All this are an important factors that require an intention to study in facing the advancement of technology.

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