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## Hedonic shopping motivation on impulse buying: Evidence on Indonesian e-commerce users during COVID-19

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### ABSTRACT

Consumers who enjoy shopping have a greater tendency to seek product information. When this information relates to a product that captures their interest, the desire to own it immediately may arise, leading to impulse buying. This study aims to examine the influence of idea shopping, value shopping, and gratification shopping on impulse buying among Zalora customers. Using a purposive sampling method, data were collected from 100 respondents through an online questionnaire. The results indicate that idea shopping, value shopping, and gratification shopping positively and significantly impact impulse buying, both individually and simultaneously. This research highlights the critical role of shopping motivations in shaping consumer behavior, particularly in the context of e-commerce. It emphasizes the importance of understanding these motivations to provide valuable insights into consumer decision-making processes. The findings also highlight practical implications for businesses, especially e-commerce platforms. For instance, encouraging idea shopping can be achieved through visually appealing content, while value shopping can be enhanced with promotional offers and discounts. Gratification shopping, on the other hand, can be supported by ensuring a smooth and rewarding shopping experience, such as fast delivery and loyalty programs.

By identifying the relationship between hedonic shopping motivations and impulse buying, this study contributes to the literature on consumer behavior and offers useful recommendations for businesses to optimize their strategies in a competitive digital marketplace.

**Keywords:** Idea shopping, value shopping, gratification shopping, impulse buying

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## INTRODUCTION

The COVID-19 pandemic has significantly impacted various aspects of daily life, including shopping habits. Social distancing measures and restrictions significantly increased online shopping activity among Indonesians. During this period, online shopping activity increased by 400% (Wibowo, 2020), with 69.1% of respondents preferring online shopping over offline (Nugraha, 2021). This phenomenon has accelerated the growth of e-commerce platforms, such as Zalora, which emerged as a vital player in Indonesia's online retail sector. During the pandemic, these platforms facilitated a new lifestyle in which people tended to shop online since it was safer and more convenient.

However, the convenience of online shopping has also given rise to impulsive and excessive purchasing behaviors. Many consumers, influenced by promotional offers and extended periods of free time, began purchasing items driven more by desires than by needs. This behavior aligns with the concept of impulse buying, where purchases are made emotionally and without prior planning (Yahmini, 2019). Kaczmarek (2017) stated that impulse buying can be influenced by a person's internal state or environmental factors experienced by a person. Additionally, factors contributing to impulse buying include situational variables like time, promotions, and credit card usage, as well as personal factors such as gender, hedonic shopping motivation, internet addiction, and materialism (Aqmarina & Wahyuni, 2019).

Hedonic shopping motivation, rooted in emotional responses, sensory pleasures, and comfort, plays a vital role in influencing impulse buying behaviors (Tamala, 2018). Consumers motivated by hedonic desires often shop not out of necessity but for the joy and pleasure associated with the experience. This motivation encompasses elements such as adventure, social interaction, value-seeking, and stress relief (Arnold & Reynolds, 2003; Ranasari & Fajrianti, 2021). For instance, Zalora's 12.12 HARBOLNAS event, which saw a 14-fold increase in orders, highlights the influence of value shopping—a dimension of hedonic motivation—on consumer behavior (Hutomo, 2020). Similarly, gratification shopping, which involves shopping to reduce stress or improve mood, has become increasingly popular during the pandemic due to increased anxiety and stress levels (Purnomo & Riani, 2018). These dimensions highlight the complex role that hedonic motivation plays in influencing online shopping behavior.

According to Yusra (2021), Zalora's customers in Indonesia experienced significant growth during the pandemic. Zalora Indonesia is one of the largest fashion e-commerce sites in Indonesia, which was in the top 10 in the second quarter of 2020 with an average monthly number of 2.3 million visits (Yusra, 2021). Data from Putri & Devita (2021) also shows interesting results, where the AppStore Rank from Zalora is in fifth position. With a very large number of applications, it is certainly not easy for an application to be at the top of the app store search. However, Zalora was able to be in fifth position in the AppStore Rank.

Merchant	Monthly Web Visits	AppStore Rank	PlayStore Rank
1  Shopee	93,440,300	#1	#1
2  Tokopedia	86,103,300	#2	#3
3  Bukalapak	35,288,100	#4	#4
4  Lazada	22,021,800	#3	#2
5  Bibli	18,307,500	#6	#6
6  JD ID	9,301,000	#8	#7
7  Orami	4,176,300	#33	#25
8  Bhinneka	3,804,800	#20	#21
9  Zalora	2,334,400	#5	#8
10  Matahari	2,197,200	#9	n/a

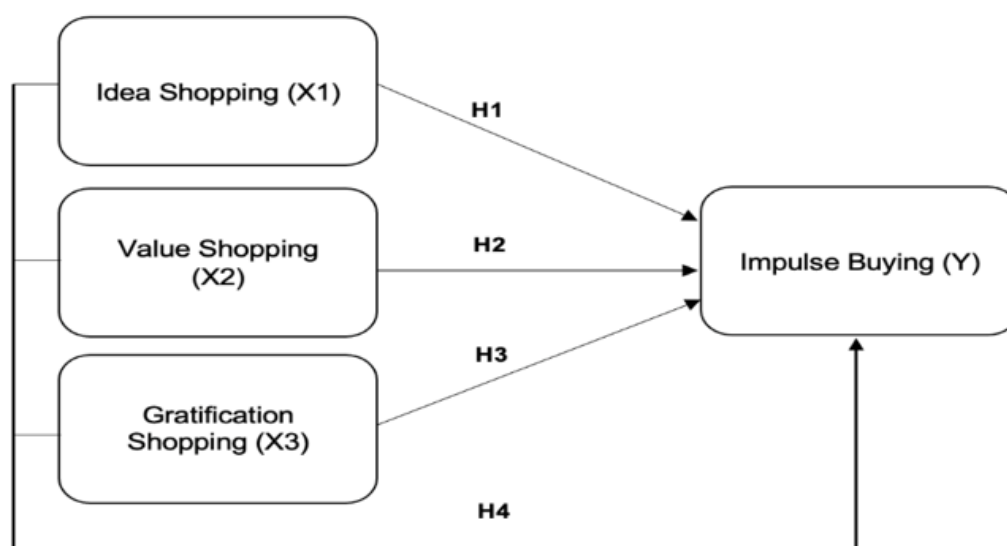
Source : Putri & Devita (2021)

**FIGURE 1. The Map of E-commerce in Indonesia**

Zalora's success during this period reflects the broader impact of e-commerce on Indonesia's fashion industry. As one of the leading online fashion platforms, Zalora offers over 3,200 local and international brands and innovative features such as 30-day free returns and guaranteed product authenticity (Zalora, 2021). These factors make it an appropriate case study for examining the relationship between hedonic shopping motivation and impulse buying. Zalora's ability to attract consumers with diverse shopping motives underscores the growing significance of understanding consumer behavior in the digital age. Additionally, its focus on fashion trends and customer-focused services distinguishes it in a competitive e-commerce market, strengthening its role as an industry leader.

Despite existing research on the dimensions of hedonic shopping motivation, gaps remain in understanding how specific factors like idea shopping influence impulse buying. For instance, while studies from (Mulianingsih, Fauzi, & Alfisyahr (2019) and Selvarajan & Chathuranga (2019) identify a significant relationship between idea shopping and impulse buying, while others (e.g., Purnomo & Riani (2018)) suggest no such effect. Additionally, the role of platforms like Zalora in shaping these behaviors has not been thoroughly explored, highlighting the need for further investigation. Addressing these gaps can provide a more thorough understanding of how hedonic motivations work within Indonesia's growing e-commerce market.

This study aims to address these gaps by exploring the relationship between hedonic shopping motivation and impulse buying in the context of Zalora's online store. Specifically, it focuses on three dimensions of hedonic shopping motivation—idea shopping, value shopping, and gratification shopping—and their influence on consumers' impulse buying behaviors. By examining these factors, the research seeks to provide insights into the mechanisms driving unplanned purchases and contribute to a deeper understanding of consumer behavior in Indonesia's e-commerce landscape. The findings are expected to benefit both academic research and industry practitioners by offering practical recommendations for e-commerce platforms to cater effectively to consumer motivations.



**FIGURE 2. The Theoretical Framework**

Based on the theoretical framework model in Figure 2, the hypothesis is formulated as follows:

- H1 : Idea Shopping variable has a significant influence on impulse buying
- H2 : Value Shopping variable has a significant influence on impulse buying
- H3 : Gratification Shopping variable has a significant influence on impulse buying
- H4 : Hedonic Shopping Motivation which consists of Idea Shopping, Value Shopping, and Gratification Shopping variables has a significant effect simultaneously to Impulse buying.

Conclusively, this research not only examines the relationship between hedonic shopping motivation and impulse buying but also highlights the unique role of e-commerce in shaping modern consumer behavior. The findings are expected to contribute to the existing literature on consumer psychology and e-commerce while offering actionable insights for industry practitioners. Moreover, this study highlights the importance of

understanding consumer motivations in designing effective marketing strategies and enhancing the overall online shopping experience.

## METHODS

This research was conducted in Denpasar City. According to Kurnia (2019), Denpasar has the highest internet access among cities in Bali, with 68% of the population accessing the internet. Additionally, Putri and Suprapti (2016) emphasized that Denpasar, as the center of various economic activities in Bali, significantly contributes to the m-commerce market. Therefore, these factors make Denpasar City an appropriate location for this research.

The sample was selected using the purposive sampling method, which involves selecting participants based on specific criteria aligned with the research objectives (Sugiyono, 2017). The study involved 100 consumers who had made purchases on Zalora during the COVID-19 pandemic and were domiciled in Denpasar City. The sample size was determined based on feasibility and relevance to the research scope. To address the potential sampling biases, the study ensured that participants represented a diverse demographic profile in terms of age, gender, education levels, occupations, and income ranges. However, the findings may have limitations due to the non-random nature of the sampling technique.

Data collection used both primary and secondary data sources. Primary data were gathered through a structured questionnaire designed to address the research problem. The questionnaire included a mix of closed-ended and Likert-scale questions to measure consumer behavior, preferences, and satisfaction. The questionnaire was pre-tested with a small sample to ensure clarity and validity. Secondary data were sourced from relevant journals, articles, books, and other credible materials related to the study variables. Ethical considerations were carefully observed throughout the research. Participants provided informed consent, and their confidentiality and anonymity were maintained.

Data analysis was conducted using descriptive statistics to summarize the demographic characteristics of respondents and key trends. Multiple linear regression analysis was used to examine the relationships between the variables studied. All data analysis was performed using statistical software to ensure accuracy and reliability.

## RESULTS AND DISCUSSION

100 respondents who matched the criteria answered the questionnaire for this study. Regarding the percentage, 75.4% are female the majority of respondents in this study were Zalora consumers with the female gender consisting of 56 respondents or with a percentage of 56%. While the male respondents who participated in this study consisted of only 44 people or a percentage of 44%. This is understandable because shopping activities in e-commerce, especially Zalora, are more likely to be carried out by female consumers compared to male consumers.

The majority of respondents in this study are consumers with an age range of 18-25 years, consisting of 74 respondents or a percentage of 74%. Then the people with an age range of 26-33 years who participated in this study consisted of 16 people or with a percentage of 16%. Furthermore, Zalora consumers with an age range of <18 years consist of 6 people, as well as those aged above 34-41 years and over 42 years each consisting of 2 people. This is understandable because the use of e-commerce such as Zalora is more likely to be in demand by the younger generation of people aged 18 to 33 years. Today's young consumers prefer to do transactions in e-commerce because of the many promotions and discounts they get. In addition, the habits of those who tend to follow trends and want practical things can be provided by e-commerce services such as Zalora. So, it is very natural that the respondents in this study were dominated by consumers of productive age.

The majority of respondents in this study are consumers with the last education of senior high school and Bachelor, each consisting of 56 respondents and 34 consumers. The rest are consumers with Diploma and Masters Education backgrounds, which consist of 8 and 1 research respondents respectively. This is understandable because most of the respondents who participated in this study were consumers with an age range of 18 to 25 years, where at this age consumers had passed the high school level. As for people who have a bachelor's last educational background, it can be understood because many people also choose to continue their undergraduate studies.

Respondents in this study were dominated by consumers with student status, which consisted of 54 respondents. Furthermore, consumers who work as private employees consist of 17 respondents. Then consumers who work as entrepreneurs consist of 12 respondents. Meanwhile, as civil servants and others, there are 2 and 12 consumers, respectively. This is understandable because the majority of respondents with an age range of 18-25 years are still in high school or college so their status is still as a student. The respondents in this study are dominated by consumers who have a monthly income of less than Rp. 1,500,000, which consists of 49 consumers. Furthermore, with a monthly income of IDR 1,500,000 to IDR 3,00,000 consisting of 30 consumers. Then the monthly income of IDR 3,000,000 to IDR 4,500,000 consists of 6 respondents, and income above IDR 4,500,000 consists of 15 consumers. This is understandable because the majority of respondents are still students, so the

monthly income earned is still below Rp. 1,500,000.

When comparing that data to broader e-commerce user data, it aligns with global trends where younger demographics, particularly those aged 18-33, dominate online shopping. Female consumers also tend to engage more actively in fashion-related e-commerce platforms such as Zalora. However, because of its special focus on this group, Zalora has a chance to increase engagement by using influencers, loyalty plans, and personalized marketing strategies to maintain its attractiveness within this group. Zalora might also consider expanding promotional campaigns targeting male shoppers, a group that remains underrepresented in this study. This could involve offering male-focused collections, targeted advertisements, and engaging content highlighting convenience and style. Thus, it will broaden their market reach.

Then validity test of the research instrument through SPSS analysis, it can be seen that all indicators in each research variable have obtained a Pearson correlation value above 0.30. Thus, the research instrument can be said to be valid.

**TABLE 1. Validity Test**

No	Variable	Questionnaire Item	Pearson Correlation
1	Idea Shopping ( $X_1$ )	X1.1	0,918
		X1.2	0,894
		X1.3	0,883
2	Value Shopping ( $X_2$ )	X2.1	0,907
		X2.2	0,913
		X2.3	0,923
3	Gratification Shopping ( $X_3$ )	X3.1	0,868
		X3.2	0,855
		X3.3	0,876
4	Impulse Buying (Y)	X4.1	0,897
		X4.2	0,876
		X4.3	0,898

Source: Primary Data Processed (2021)

**TABLE 2. Reliability Test**

No	Variable	Cronbach's Alpha
1	Idea Shopping ( $X_1$ )	0,877
2	Value Shopping ( $X_2$ )	0,901
3	Gratification Shopping ( $X_3$ )	0,834
4	Impulse Buying (Y)	0,867

Source: Primary Data Processed (2021)

Reliability testing can be done with the Cronbach alpha statistical test. An instrument is said to be reliable if it provides a Cronbach alpha value greater than 0.6.

Regression models are used to predict the dependent variable (Y). So that the prediction results are not biased, the model must meet the assumptions of least squares or what is called the classical assumption test. The classical assumption test used in this study is as follows:

- The normality test output through the one sample Kolmogorov-Smirnov technique shows that the Asymp.Sig (2-tailed) value obtained is 0.200, where this value is greater than 0.05. Thus, it can be concluded that the research data has been normally distributed, and the research model has fulfilled the normality assumption.
- The results of the multicollinearity test show that all independent variables in the study have obtained a tolerance value  $> 0.10$ . The results of the calculation of the VIF value show that the overall VIF value on the independent variable is lower than 10. This result means that the regression model in this study does not have symptoms of multicollinearity.
- The results of the heteroscedasticity test show that all independent variables have no significant effect on the absolute residual. This can be shown through the significance value obtained for each independent variable, which is greater than the 0.05 significance level. So, it can be concluded that there is no heteroscedasticity in the regression model in the study.

Multiple linear regression analysis in this study is used to determine or obtain a description of the effect of independent variables on the dependent. The multiple regression equation is as follows:

$$\begin{aligned}
 Y &= \alpha + b_1X_1 + b_2X_2 + b_3X_3 + \epsilon \\
 &= 3,740 + 0,569X_1 + 0,191X_2 + 0,339X_3 + \epsilon
 \end{aligned}$$

Then, the results of testing the coefficient of determination  $R^2$  show that the adjusted  $R^2$  value obtained is 0.564. This means that the variation of impulse buying can be explained by 56.4% by the variables of shopping ideas, value shopping, and gratification shopping. Meanwhile, 43.6% is influenced by other factors outside the research model.

#### **Relationship between Idea Shopping and Impulse Buying**

The first hypothesis formulated in this study reveals that the idea of shopping has a partial influence on impulse buying. The results of the analysis show that the coefficient value obtained by the idea shopping variable shows a positive direction with a significance of 0.000 ( $<0.05$ ). Thus, it can be concluded that statistically idea shopping can have a positive and significant effect on impulse buying. The findings in this study support the findings in Asnawati & Wahyuni (2018) work entitled "The Influence of Hedonic Shopping Motivation to The Impulse Buying of Online Shopping Consumers on Instagram" which found that idea shopping had a significant effect on consumer impulse buying on Instagram. The findings in this study are also supported by Samo, Rani, Shaikh, & Bhutto (2019) which reveals that idea shopping plays an important role in consumer impulse buying.

#### **Relationship between Value Shopping and Impulse Buying**

The second hypothesis formulated in this study shows that value shopping has a partial influence on impulse buying. The results of the analysis show that the coefficient value obtained by the value shopping variable shows a positive direction with a significance of 0.004 ( $<0.05$ ). Thus, it can be concluded that statistically value shopping has a positive and significant influence on impulse buying. The findings in this study support the findings of Samo, Rani, Shaikh, & Bhutto (2019) with the title "Revealing Youngsters' Impulse Buying Behavior through Hedonic Shopping Motivations" which found that the younger generation was more likely to have a higher rate of impulse buying and this was significantly influenced by value shopping. The findings in this study also strengthen the results of research Asnawati & Wahyuni (2018) which reveals that value shopping has a positive and significant effect on impulse buying.

#### **Relationship between Gratification Shopping and Impulse Buying**

The third hypothesis formulated in this study demonstrates that gratification shopping has a partial influence on impulse buying. The results of the analysis show that the coefficient value obtained by the gratification shopping variable shows a positive direction with a significance of 0.000 ( $<0.05$ ). Thus, it can be concluded that statistically gratification shopping has a positive and significant influence on impulse buying. The findings in this study support the findings of Selvarajan & Chathuranga (2019) with the title "The Impact of Hedonic Shopping Motivations on Impulse Buying Behavior of Consumers in the Apparel Sector in Galle District" which found that gratification shopping contributes a positive and significant influence on consumers impulse buying behavior. The findings in this study also strengthen the results of research Asnawati & Wahyuni (2018) which reveals that gratification shopping has a positive and significant effect on impulse buying.

#### **Idea Shopping, Value Shopping, and Gratification Shopping on Impulse Buying**

The fourth hypothesis formulated in this study shows that the idea shopping, value shopping, and gratification shopping variables have a significant effect simultaneously on the impulsive buying variable. The results of the analysis show that the  $F_{count}$  obtained was 43,708 with a significance value of 0.000 ( $<0.05$ ). Thus, it can be concluded that simultaneously idea shopping, value shopping, and gratification shopping have a positive and significant influence on impulse buying. The findings in this study support the findings of Mulianingsih et al. (2019) with the title "Pengaruh Motivasi Belanja Hedonis Terhadap Kecenderungan Pembelian Impulsif di Toko Online (Survei Online pada Konsumen Xalora Indonesia di Kota Surabaya)" which demonstrate that Hedonic Shopping Motivation consisting of Adventure Shopping, Value Shopping, Idea Shopping, Social Shopping, and Relaxation Shopping simultaneously has a positive and significant effect on impulse buying behavior. The findings in this study also support Purnomo & Riani (2018) research which reveals that adventure shopping, gratification shopping, idea shopping, and value shopping are together positively significant to impulse buying online stores.

## **CONCLUSIONS**

The results of this study reveal strong evidence that shopping motivations including idea, value, and gratification shopping significantly influence impulse buying behavior. Specifically, Idea Shopping was found to have a strong and positive effect on impulse buying, with a coefficient value of 0.569 and a significance level of 0.000. Similarly, Value Shopping and Gratification Shopping also show positive and significant effects, with coefficient values of

0.191 and 0.339, respectively, and significance levels of 0.004 and 0.000. Furthermore, these three factors collectively demonstrated a simultaneous positive and significant effect on impulse buying, as indicated by an F-count value of 43.708 with a significance level of 0.000. These results validate the critical influence of shopping motivations on consumer behavior and highlight their relevance in the e-commerce context.

This study contributes to the literature on impulse buying by highlighting the influence of psychological factors such as Idea Shopping, Value Shopping, and Gratification Shopping on consumer decision-making. It offers a strong foundation for future research, promoting the integration of motivational, psychological, and situational variables to enhance the understanding of impulse buying. Practically, the findings guide businesses, especially e-commerce platforms, to optimize strategies. For example, visually engaging content can foster Idea Shopping, discounts, and deals appeal to Value Shopping, and seamless experiences, such as fast delivery and loyalty programs, enhance Gratification Shopping. These efforts can enhance impulse buying and customer satisfaction.

Despite its contribution, the study is limited by its small sample size, focus on a single platform (Zalora), and reliance on self-reported data, which may affect the generalizability of the findings. Future research should address these limitations by exploring additional influencing factors such as service, product quality, price and promotion. Applying the model to other e-commerce platforms and investigating cross-cultural contexts could also provide deeper insights into impulse buying behaviors and enhance the practical implications for global businesses.

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