

THE MEDIATION ROLE OF SHOPPING LIFESTYLE AND MODERATION ROLE OF PAYLETTER ON THE IMPACT OF HEDONIC SHOPPING MOTIVATION ON IMPLICIT BUYING

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**THE MEDIATION ROLE OF SHOPPING LIFESTYLE AND MODERATION
ROLE OF PAYLETTER ON THE IMPACT OF HEDONIC SHOPPING
MOTIVATION ON IMPLICIT BUYING****Yosanda Zata Aman¹, Diah Widiawati², Dwicahya Setia Putri³**^{1,2}Dosen Jurusan Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Merdeka,
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dwichyasetiaputri@gmail.com³**Abstract**

The purpose of this study is to examine how hedonic shopping incentive affects implicit purchasing behavior and how pay letters and shopping lifestyles mediate that effect. This study was conducted on customers of e-commerce users in Indonesia who also used paylater payment methods for their online shopping transactions. The study involved 213 customers as samples. Research data is collected using a questionnaire and the results are analyzed using PLS software. This research is quantitative. The findings showed that hedonic shopping motivation had a significant positive impact on impulsive buying and shopping lifestyles as well as shopping lifestyle had significant positive influence on impulse buying. The mediation test in this initiation showed that shopping lifestyle mediates the influence of hedonic shopping motivation on impulsive buying. However, on the other hand, the role of moderators paylater on the influence of hedonic shopping motivation against impulsive buying in reversal or paylater does not play a role in moderating the influences of hedonical shopping motivations against impulsively buying.

Keywords: Shopping Lifestyle; PayLater; Hedonic Shopping Motivation; Implusif Buying**INTRODUCTION**

Developments in the field of technology and communication have led to the emergence of unprecedented opportunities for economic profitability in the global world. (Arora et al., 2020). In line with these advances, the widespread use of the Internet and the development of e-commerce facilitate communication between suppliers and customers, expand the consumer base, and include small and medium-sized enterprises in the market at relatively lower costs. (Samsudeen et al., 2021). In other words, technology is increasingly blurring the boundary between the shopping experience of both the store and online. (Bilgihan, 2016; Evans, 2016). Online shopping in Indonesia continues to grow from year to year (Kimiagari & Malafe, 2021). A survey conducted by The Trade Desk in 2021 showed that eight out of 10 Indonesians (82%) shop online at

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least once a month and one in four people make online purchases several times a week or more. The motivation of the buyer from the e-shopping experience includes the search for benefits such as uniqueness, pleasure, entertainment. (Ha & Stoel, 2012).

The emergence of mobile app-based commerce makes impulsive shopping attractive due to its easy nature and high interactivity. (Lee & Lim, 2020). Among these online buyers, there are two different personalities that are highlighted in the report, namely the buyer of the planner and the impulsive buyer. (Desk, 2021). According to Anggreanti & Suryanata, (2021) impulsive spending increased, and planned spending decreased by 7% in the Indonesian population. This suggests that patterns of consumer shopping behavior change slightly along with an increase in unplanned purchases. Online shopping gives consumers freedom from the obstacles they may experience in a physical store, increasing the likelihood of impulsive purchases. (Chan et al., 2017). On the part of the number of units purchased, the data showed that unplanned purchases increased by 6% compared to the planned purchase that decreased by 4%. Impulse buying usually occurs without planning, and there is a boost when shopping. Hajjat, (2021) argues that impulsive purchases occur on convenience items, which do not require effort to buy them. It can be closely related to impulsive and compulsive buying because it is more emotional than utilitarian in nature (Santini et al. 2019).

Shopping is now viewed more as a type of hedonism and mood-alteration than as a chore. Reynolds and Arnold (2003). Consumerism is replacing traditional cultural norms, which may encourage impulsive and compulsive buying (Yu & Bastin, 2010). Or, to put it another way, hedonistic shopping incentive has a big impact on impulsive buying (Foroughi et al. 2013); Kim & Eastin. 2011; Lins et al. 2015; Rezaei and al. 2016; Saran et al. 2014; Budiman et al. 2022; and Brabo et al. 2021) are a few examples. The values of hedonistic consumption vary per product category. It can be closely related to impulsive and compulsive buying because it is more emotional than utilitarian in nature (Santini et al. 2019). The frequent use of unplanned decisions will prevent the investigation of various options in impulsive buying behavior, which is an unexpected, compelling, hedonistic purchase behavior (Gentile et al., 2018; Zhang et al., 2018; Bayley & Nancarrow, 1998; Youn & Faber, 2000). Hedonism is about happiness, joy and pleasure (Tiwari et al., 2022). This hedonistic desire can be an emotional boost that brings pleasure and happiness when shopping, which will end in impulsive purchases.

Studies have found that hedonistic motivation has a positive effect on impulsive purchases. (Gulltekin, 2012; Lennartsson & Zeka, 2021). This is in line with a study conducted by Ustanti, (2018) which stated that hedonistic shopping lifestyle had a significant influence on middle-class attitudes. There have also been many studies that prove that hedonic shopping motivation has a significant effect on impulse buying (Andani & Wahyono, 2018; Zheng et al., 2019; Arul Rajan, 2020; Erdem & Yilmaz, 2021; Diah et al., 2019; Santini et al., 2019; Dey & Srivastava, 2017; Asnawati, 2018; Hiranrithikorn & Banjongprasert, 2022; Kshatriya & Shah, 2023; Devino & Engriani, 2023). hedonic shopping motivation can affect impulsive purchases (Park et al., 2012) because impulsive purchases are determined by the capacity of the senses to produce

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sudden responses and have a solid hedonic motivation component, which will direct consumers to make purchasing decisions without further consideration (Aragoncillo & Orús, 2018). Research has proven that hedonic shopping motivation has a significant positive influence on impulse buying (Edelia & Anggraini, 2022); (Febrianty & Yasa, 2020); (Paramitha et al., 2022) ; (Triwidisari et al, 2018); (Chauhan et al. 2020). Fatmawati, 2016); (Antariksa & Respati, 2021); (Widagdo & Roz, 2021). Hedonic shopping values provide insight into impulsive buying and have a variety of types that lead to impulsive purchases, which mostly trigger impulsive purchase. (Yu & Bastin, 2010). Consumers typically act impulsively when making online decisions that start with easy access to products, easy purchases “for example: click order”, little social pressure and no delivery effort; impulsive purchases appear to occur around 40 percent of all online spending. (Verhagen & Van Dolen, 2011).

However, on the other hand, some previous studies have shown that hedonic shopping motivation does not always have a significant positive impact on impulse buying (Park et al., 2006); (Arul Rajan, 2020); (Azizi et al, 2019); (Erdem & Yilmaz, 2021); (Cuandra, 2022). Research (Laili et al., 2023) conducted on tokopedia customers in Indonesia shows that hedonistic motivation does not affect impulsive purchases, this is because online shopping in Tokopedia does not result in impulsive purchase.

There are many factors that influence impulsive purchases. Consumers can make impulsive purchases due to lifestyle incentives, hedonistic motives, or incentives from companies in the form of discounts. A person's lifestyle will encourage impulsive purchases, as demonstrated by the results of research conducted by Febrianti, et al (2021); Meutia, (2021); Ningrum & Widanti, (2023); Wijayanto et al., (2023); Edelia & Anggraini, 2022); Hidayah & Sari, 2021 demonstrates that lifestyle shopping has a positive impact on impulsive buying. Many other researchers also support the argument that a person's lifestyle will influence impulsive shopping patterns (Iriani et al., 2021; Febriani and Purwanto, 2019; Laili and al., 2023; Fauziyyah & Oktafani, 2018; Khansa, 2022; Pratminingsih et al, 2021; Devino & Engriani, 2023. That is, there is a particular activity, interest/opinion on the consumer in determining his attitude to make a purchase. A person's lifestyle is influenced by impulsive purchases. This is consistent with the research conducted by Liantifa & Siswadhi, (2019); Maulana et al., (2019), Fardila et al. (2023); Pratiwy & Siregar, (2022) which states that lifestyle shopping has a positive and significant influence on impulsive purchases. Supporting the role of shopping lifestyle, Lumintang (2012) stated that the higher a consumer's shopping style is hedonistic, the higher the rate of impulsive purchase of the person.

Impulsive buying not only arises as a result of hedonising shopping motivation or shopping lifestyle, but also this unplanned purchase occurs due to the presence of stimuli in the store or online store. (Ata & Sezer, 2021). Impulsive purchases can also be driven by various incentives provided by the company in the form of a promotional program: sales promotion.

One of the elements promoting the growth of e-commerce is the ever developing payment system. Most e-commerce sites accept digital payments through e-wallets,

virtual accounts, online credit cards, online debit cards, intra-bank transfers, and other means. Cash payments are also a possibility. Paylater technology, a new kind of payment, has been introduced to society recently, specifically since 2018. Paylater has the same function as a credit card, the advantage offered by this technology is that it is relatively easy to register when compared to credit cards. Many e-commerce companies use such technology in their payment systems so that the technology is so easily known by the general public. The enthusiasm of the public with the presence of paylater technology is demonstrated by the increasing number of Paylater users over time. Some paylater provider platforms have experienced a fairly high user surge. Since the launch of the paylater, Traveloka has experienced a user surge of up to 10 times (Walfajri, 2019), while e-commerce provider of online transportation services, Gojek, has experienced an increase of 14 times. (Fadila, 2020). With the increasing recognition of paylater technology can make consumers often can not ignore the desire to buy products that they find interesting. This leads to the impulsive buying behavior of customers. This sparked this study to try to examine the role of shopping lifestyle mediation and pay letter moderation on the influence of hedonic shopping motivation on implusive buying. This research seeks to examine the subject of acceptance of technology on paylater carried out because Paylater is a new technology in terms of digital payments so by measuring its impact on impulse buying behavior can be considered in the implementation of strategy by business actors.

RESEARCH METHOD

This research was conducted on e-commer users that are widely used by such as tokopedia, shopee, Lazada, etc. The research also focused on customers who used post-payment payments such as Shopee PayLater, GoPay PayLator, Kredivo Pay Later, Akulaku PayLader, Home Credit, Traveloka PayLter, and PayLatter tickets. This study uses the census method in sample determination. Data collection method using a questionnaire. Respondent responses were measured on a 5 Likert scale. Type of explanatory research. Testing research instruments using validity testing and reliability testing, data processing methods using statistical PLS (Partial Least Square) techniques and WarpPLS software. Inferential statistical analysis is used to test hypotheses and produce a valid model. (fit). Model evaluation in PLS analysis is carried out in 2 (two) ways, namely, the outer model and the structural model. (inner model).

RESULTS AND DISCUSSION

Measurement model

From the results of the dissemination of the questionnaire to 213 people using paylatter on Shopee PayLater, GoPay PayPal, Kredivo PayPal, Akulaku PayPal, Home Credit, Traveloka PayPal, and payLater tickets. Respondents in this study were dominated by millennial respondents between the ages of 21-40 and regular respondents using Paylater in online shopping as many as 1-5 times in 1 month.

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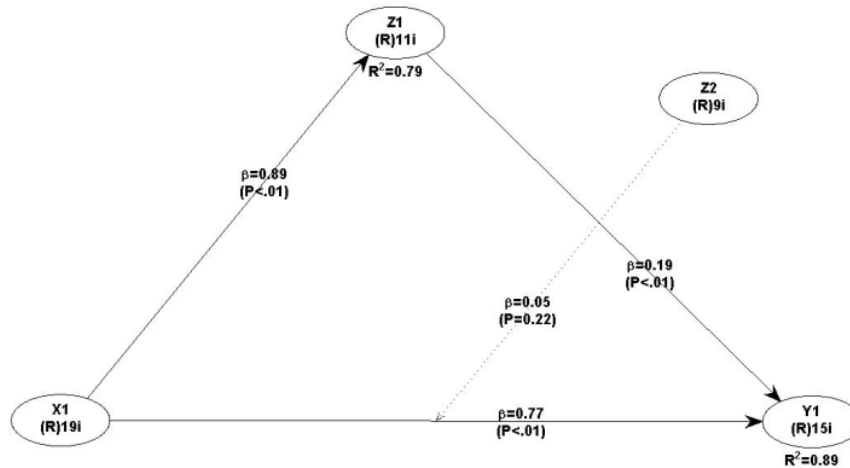
Tabel 1. Composite Reliability, Koefisien Determinasi (R²), Average Variance

Variable	Composite Reliability,	R Square	Average Variance
Hedonic Shopping Motivation	0,968	-	0.613
Impulse Buying	0.837	0.889	0.339
shopping lifestyle	0.960	0.788	0.689
Pay later	0,967		0,764

Sumber : Hasil output PLS (Lampiran), 2022

Scale, size, and statistical correlation are acceptable, as shown in Table 1. All latent variables' average variance extracted (AVE) passes the required standards. 0.968, 0.837, 0.960, and 0.967 (di atas 0.80) are the sequential composite reliability (CR) values. Alpha Cronbach and the reliability of the composite both support the conclusion that the overall structure is trustworthy. The following equation is used in this study to determine the Goodness of Fit (GoF): $\sqrt{AVE \times R^2}$. A.Com = GoF = $\sqrt{(AVE \times R^2)} = \sqrt{(0.601 \times 0.838)} = 0,709$ shows that the model has a great predictive relevance value for Impulse Buying described by Hedonic Shopping Motivation, shopping lifestyle and Pay later.

Picture 1. Structural model path diagram in PLS



Source: WarpPLS structural model PLS output results, 2023

Table 2. The summary of relationship assessments

Relationship	Hypothesis	Estimate	P-Value	Judgmen
X ₁ → Y ₁	H1	0,77	0.01	Accepted
X ₁ → Z ₁	H2	0,89	0.01	Accepted

$Z_1 \rightarrow Y_1$	H3	0,19	0,01	Accepted
$X_1 \rightarrow Z_1 \rightarrow Y_1$	H4	0,17	0,001	Accepted
$Z_2 * X_1 \rightarrow Y_1$	H5	0,05	0,22	Rejected

Table 2 shows the results of the structural estimates of the proposed model, as well as the direct, and indirect influences of the variables tested. A hypothesis is accepted when the p-value criterion is less than 0,05, but when a p- value is greater than 0,05 then H0 is rejected or insignificant. The table shows an estimated track coefficient of the direct influence of Hedonic Shopping Motivation on Impulse Buying ($\beta=0.77$; $P<0.01$), the impact of Hedonian Shopping motivation on shopping lifestyle ($\beta =0.89$; $P <0.01$), shopping lifestyle on impulse buying ($\beta=0.54$; $P=0.01$), the role of shopping lifestyle mediation on the influence by Hedonical Shopping Motivations on impulse buying ($b=0.088$; $P>0.037$), or H1 to H4 is set. However, the role of pay later moderation on the influence of Hedonic Shopping Motivation on Impulse Buying ($\beta=0,05$; $P<0,22$), or H5 was rejected.

Discussion

1. Hedonic shopping motivation has a positive and significant effect on impulsive buying

The test results of the first hypothesis in this survey, the influence of hedonic shopping motivation on impulsive buying, showed significant positive results. The findings concluded that hedonist shopping motivation has a positive effect on impulsive buying incentives. Consumers prefer to use their free time to search through online market board apps, such as Lazada that offers many attractive promotions or Shopee that offers free shipping fees, then consumers feel happy with the activity, making them encouraged to buy impulsively without further consideration. These findings support many opinions about the influence of hedonic shopping motivation on impulsive buying. One of the opinions of Park et al., (2012) and Aragoncillo & Orús, (2018) stated that hedonist shopping motivation can affect impulsive purchases because impulsive buying is determined by the capacity of the senses to produce sudden responses and has a solid hedonistic motivation component, which will direct consumers to make purchasing decisions without further consideration. Hasil penelitian ini mendukung hasil penelitian sebelumnya yang telah dilakukan oleh (Foroughi et al., 2013); (Kim & Eastin, 2011); (Lins et al., 2015); (Rezaei et al., 2016); (Saran et al., 2016); (Haq et al., 2014); (Budiman et al., 2022); (Brabo et al., 2021); (Ittaqullah et al., 2020); (Pratminingsih et al., 2021); (Rahadhini et al., 2020); (Gulltekin, 2012); (Lennartsson & Zeka, 2021); (Andani & Wahyono, 2018) (Zheng et al., 2019); (Arul Rajan, 2020); (Erdem & Yilmaz, 2021); (Diah et al., 2019); (Santini et al., 2019); (Dey & Srivastava, 2017); (Asnawati, 2018); (Hiranrithikorn & Banjongprasert, 2022); (Kshatriya & Shah, 2023); (Devino & Engriani, 2023); (Edelia & Anggraini, 2022); (Febrianty & Yasa, 2020); (Paramitha et al., 2022); (Triwidisari et al., 2018); (Chauhan et al., 2020); (Wahyuningsih, W. Fatmawati, 2016); (Antariksa & Respati, 2021); (Widagdo & Roz, 2021). However,

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on the other hand, the results of this study are inconsistent with the findings of the study Park et al., (2006); Arul Rajan, (2020); Azizi et al, (2019); Erdem & Yilmaz, (2021); Cuandra, (2022) Laili et al. (2023), which suggests that hedonistic motivation does not affect impulsive purchases.

2. *Hedonic shopping motivation has a positive and significant effect on shopping lifestyle*

The test results of the second hypothesis in this survey, the influence of hedonic shopping motivation on shopping lifestyle, showed significant positive results. The results concluded that the high hedonising shopping motivation of customers will improve the shopping lifestyle of concerned customers. Based on these results, it can be concluded that Hedonic Motives was created with the presence of a passion for shopping that always enjoys time while shopping in e-commers that has become a lifestyle of a person to meet needs. It supports Kotler's and Amstrong's (2001:196) opinions that consumer behavior is influenced by several factors, namely cultural factors, social factors, personal factors and psychological factors. This is a psychological factor that affects a person when buying something. These psychological factors are influenced by a person's motivation, perception, interpretation, as well as beliefs and attitudes. Through Hedonic Motives one will discover a new shopping lifestyle that will affect the style in shopping. This result is in line with a study conducted by Lumintang (2012) that stated that Hedonic Motives have a significant influence on Shopping Lifestyle. A study by Musriha (2011) found that hedonic shopping lifestyle has a significant influence on shopping lifestyle. Shopping lifestyle can be created and developed through the hedonistic nature that emerges from customers. These hedonist customers can be the target for existing markets to come up with an idea in developing their products through their consumer lifestyle.

3. *Shopping life style has a positive and significant effect on impulsive buying*

The test results of the third hypothesis in this survey, the influence of shopping lifestyle on impulsive buying, showed significant positive results. It can be directed that impulsive buying can be triggered by shopping the lifestyle of the customer concerned. The results of this study support the results of previous studies conducted by Febrianti, et al, (2021); Meutia, 2021; Ningrum & Widanti, (2023); Wijayanto et al., (2023); Edelia & Angraini, (2022); Hidayah & Sari, (2021); Iriani et al. (2021); Febriani and Purwanto (2019); Laili and al., 2023; Fauziyyah and Oktafani (2018); Khansa, 2022; Pratminingsih et al.; Devino & Engriani, 2021. (2023). Liantifa & Siswadhi, (2019), Maulana et al., (2019); Fardila et al. (2023); Pratiwy & Siregar, (2022); who found that lifestyle shopping had a positive and significant influence on impulsive purchases. The study also supports the opinion of Assael (2001) The lifestyle is a world lifestyle expressed by one's activity, interests, and opinions. Hedonists more often use emotional criteria than logic in judging brand choices in meeting their needs. (Assael, 2001). The type of consumption of a society with a hedonistic lifestyle involving the use of products to fulfill fantasies and satisfy

emotions (Assael, 2001). According to Assael (2001), for hedonists, shopping is an adventure to gain a certain appreciation from a particular social group.

4. Mediation role of Shopping lifestyle in the effect of Hedonic shopping motivation on impulsive buying

The results of the mediation test in this study showed that shopping lifestyle plays a role in mediating the influence of hedonic shopping motivation on impulsive buying. In other words, shopping lifestyle can strengthen the influence of hedonic shopping motivation on impulsive buying. The results of this study support the results of Lumintang research and opinion (2012) that stated that the higher a consumer's shopping style is hedonistic, the higher the rate of impulsive purchase of the person.

5. Paylater not moderation the effect of Hedonic shopping motivation on impulsive buying

The results of the moderation test in this study that measured the role of paylater's moderation on the influence of hedonic shopping motivation on impulsive buying showed that paylaters did not play a role in moderating the impact of hedonic shopping motivations on impulsively buying or, in other words, paylaters could not strengthen or weaken the influences of hedonica shopping motivator on impulsivo buying. This is because respondents feel that the presence of paylaters greatly helps customers in the payment process. Subscriptions can be made at another time or at a time when shopping, but it is not felt to reduce the burden of the balance sheet that must be filled by the customer. Even customers feel that by using paylaters they have to pay more bills because there is a interest system..

CONCLUSION

The results of this study show that not all of the proposed hypotheses are accepted. The direct influence of hedonic shopping motivation on impulsive buying and shopping lifestyles and the impact of shopping lifestyle on impulse baying showed significant positive results. The mediation test of the role of shopping lifestyle mediation on the influence of hedonic shopping motivation on impulsive buying also showed significant results. However, on the other hand, the role of moderators paylater on the influence of hedonic shopping motivation against impulsive buying in reversal or paylader does not play a role in moderating the influences of hedonical shopping motivations on impulsive shopping. In general, this study concluded that the impulsive buying behavior of customers is triggered by hedonic shopping motivation and shopping lifestyle of the customers. However, it can be said that although e-commerce customers in Indonesia have high impulsive buying behavior at the trigger with hedonic shopping motivation and shopping lifestyle, e-commerces customers still measure profits and losses using existing payment services. Customers of e-commerce in Indonesia are not easily offended by the promotion related to the ease of the payment methods offered, they first think about the profits and losses they can as well as their ability in later days to pay their shopping bills when using the paylater payment product.

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