

Gen Z's Gender, Hedonic Shopping Motives and Impulse Buying

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Abstract

The usage of cheap internet access via cell phones, along with the fact that Gen Z is growing up in the era of globalization, has resulted in a generation that is completely reliant on the internet. The goal of this study was to see how hedonic shopping motives and gender influenced Gen Z's impulse internet purchases. The participants in this study were Management Study Program students who made online purchases through Shopee. The participants in this study are management students between the ages of 18 and 26. Purposive sampling was utilized as the sample approach. Multiple Linear Regression with Dummy Variables was used to determine the effect of hedonic shopping motives and gender on impulse buying at Shopee. The t test and the test of the coefficient of determination are used to test hypotheses. Multiple Linear Regression results with dummy variables show that the results indicating that the hedonic shopping motives have a favorable and significant effect on impulse buying, whereas gender has no effect on impulse buying

Keywords

Gen Z, Gender, Hedonic Shopping Motives, Impulse Buying, Dummy Variable

INTRODUCTION

For several months, 88.1 percent of Indonesian internet users used e-commerce platforms to buy things in a variety of methods. According to the results of the We Are Social study conducted in April 2021, this proportion is the highest in the world. Internet shopping now offers more information and possibilities to compare items with more options and lower prices, convenience, ease of ordering, speed while shopping, selecting, and paying for desired products online (Syahdan, 2021). Data release from Tempo, in the first quarter of 2020, Shopee ranked first in a statistical study on the top ten most frequented e-commerce data in Indonesia, with 71.53 million clicks per month (Nurhadi, 2021). With 69.8 million monthly clicks in the first quarter of 2020, Tokopedia is in second place. Bukalapak is in third place with 37.63 million monthly clicks, followed by Lazada Indonesia with 24.4 million monthly clicks and Blibli with 17.6 million monthly clicks. During the first quarter of 2020, JD.id, Orami, Bhinneka, Sociolla, and Zalora Indonesia received less than 7 million monthly clicks.

According to Populix research, 18-21 year olds had the highest level of online shopping intensity, with 35% of the vote, followed by 22-

28 year olds with 33% of the vote. The 29-38 year old age group is in third place, with an 18% increase (populix, 2021). According to McKinsey & Company, 24% of Generation Z customers in Indonesia are premium shopaholics who spend their time comparing products or services in order to make spontaneous or unexpected purchases (Venia et al., 2021). Generation Z is the generation after millennials, it includes anyone born after 1997. The results of the 2020 Badan Pusat Statistik show that Generation Z and Millennials make up the majority of Indonesia's population. Generation Z accounts for 27.94 percent of the population, whereas the Millennial Generation accounts for 25.87 percent. According to Wibawanto, generation Z has the following characteristics: (1) intense social interaction via social media; (2) fluent in technology; (3) expressive, with a tendency to be tolerant of cultural differences and deeply concerned about the environment; and (4) the ability to quickly switch from one thought/work to the next (Ramadhan & Simanjuntak, 2018). It's impossible to talk about Generation Z traits without mentioning their online habits. They are the only generation to have grown up entirely in a technological environment. They are at ease with technology, if not completely

reliant on it. Generation Z is always online; they shop, participate, and gather information via the internet. Because they couldn't resist the temptation of the desired products, the majority of generation Z shopped for fashion products without planning, spontaneously, and without careful consideration, ignoring the consequences, and because they couldn't resist the temptation of the desired products, they made rash purchases (Purnomo & Ramadania, 2021).

Verhagen and Dolen stated that customers' hasty purchase behavior is frequently observed when they're going to do some online shopping. When compared to offline buying, customers regard online shopping to be more convenient. It is primarily due to the benefits they obtain from online buying. Easy access to things, ease of purchase, and a lack of social interaction. There are a few of them (for example, pressure)(James et al., 2019). Online impulse buying is influenced by a number of factors, involving situational variables such time and money availability, promotions, and credit card ownership, as well as person-related characteristics like gender, hedonic shopping motivation, internet addiction, and materialism (Aqmarina & Wahyuni, 2019). Several studies reveal that impulsive buying can satisfy several hedonic needs, namely shopping for pleasure, surprise, and excitement. Impulse buyers show feelings of being entertained, happy, and enthusiastic (Ranasari, 2021).

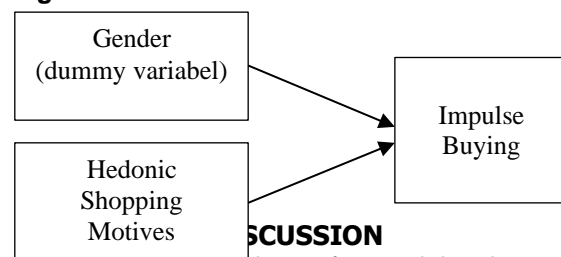
Utami stated that consumers employ hedonic shopping motivation to make purchases that are made consciously or unconsciously (reflexes) and are usually motivated by subjective or emotional views to find pleasure (Venia et al., 2021). According to Erni and Citra (Brabo et al., 2021), Consumers' hedonic purchasing motivation is the desire to shop for pleasure rather than the advantages of the object purchased. Most consumers that are emotionally stimulated have a hedonic buying experience. Mowen & Minor (Ariani et al., 2019) said Hedonic consumer refers to the consumer's need to use products and services in creating fantasies, feeling new sensations and getting emotional impulses. Purnomo conducted research and discovered that the majority of generation Z frequently shopped for fashion products without planning, spontaneously, or carefully considering the consequences, and because they couldn't resist the temptation of the desired products, resulting in reckless purchases. The survey results also revealed that 93.3 percent of the

300 people who took part in the study bought fashion items without planning. This demonstrates that when it came to fashion purchases, Generation Z had the ability to make impulse purchases. Research conducted by Chandra and Purnami (Aqmarina & Wahyuni, 2019) which said that gender had an influence on online impulse buying, where men more often engaged in impulse buying online than women because women are more careful about their purchasing plans contrary to research conducted by Mulyono which says that women tend to shop on impulse compared to men. (Ariani et al., 2019) said that women tend to do more online shopping compared to men, with a percentage of 51% and men with as much as 49%. The findings reveal by (Wang et al., 2021), in a rising country like China, distinct hedonic shopping incentives and gender play a key role in obsessive online shopping.

RESEARCH METHODS

Quantitative research methodologies were applied in the study. The sample approach utilized is a non-probability strategy, meaning purposive sampling, based on the aims defined as conclusive research. Students from UMSurabaya's Faculty of Economics and Business Management Study Program class of 2017–2019 who have completed unplanned purchases on the Shopee Indonesia platform at least once a month and are between the ages of 19 and 25 years old were utilized to determine the sample. Questionnaires were distributed to students in the University of Muhammadiyah Surabaya's Faculty of Economics and Business Management Study Program, with up to 100 respondents responding online via Google Docs. The analytical tool used to determine the effect of hedonic shopping motives on impulse online buying is multiple linier regression with gender as dummy variables.

Figure 1. Model Test



A statistical package for social science (SPSS) version 26 was used to analyze the data. The characteristics used in this study were gender, length of time using the Shopee application, age, employment status, income/

pocket money per month, spending per month, and marital status. According to table 1, the majority of the respondents in this study were women, accounting for 100 people or 71

percent, using the shopee apps 1-3 years with price of item purchased less than 750.000 rupiahs.

Table 1. Profile of Respondents

Profile	Description	Percentage
Gender	Male	29%
	Female	71%
Using the Shopee app	Less than 1 year	20%
	1-3 years	66%
	4-6 years	10%
	More than 6 years	4%
Occupations	Already working	62%
	Not working yet	38%
Salary/month	Less than 1.500.000 rupiahs	40%
	1.500.000-3.000.000 rupiahs	37%
	More than 3.000.000 rupiahs	23%
Price of item purchased	Less than 750.000 rupiah	49%
	750.000-1.500.000 rupiahs	38%
	More than 1.500.000 rupiahs	13%
Marital status	Married	91%
	Single	9%

Standard regression was conducted to examine the influence of gender and six broad categories of hedonic shopping motivations namely 1) adventure, 2) gratification, 3) role, 4) value, 5) social and 6) ide shopping on consumers' impulse buying behavior. The results of the validity test and reliability test of the hedonic shopping motives and impulse buying variables show that all the hedonic shopping motives and impulse buying variable data instruments used are valid and reliable, and the classical assumption test consists of multicollinearity test, heteroscedasticity test, and normality test. Which is carried out is free from classical assumptions and is feasible to perform multiple linear regression analysis. Here are the results of multiple linear regression using dummy variable analysis:

From the test results above, the regression equation is obtained as follows:

$$Y = 1,584 + 0,562X1$$

Note:

Y = impulse buying

X1= hedonic shopping motives

α= constant

β1= estimated coefficient

Gender variables were not included in the equation because, in this study, gender did not significantly affect impulse buying online. The

interpretation of the regression model is: Constant (α): Without being influenced by the hedonic shopping motives, and gender variables, the impulse buying variable is equal to 1.584. Coefficient (β1): If the hedonic shopping motives (X1) increase with the assumption that other variables have a fixed value, then the impulse buying variable (Y) will increase. Hypothesis testing using the coefficient of determination shows that the value of the adjusted R Square is 0.121 (12.1%), which means that the variables hedonic shopping motives (X1) and gender (D1) have an influence of 12.1% on impulse buying consumers of Shopee apps. The remaining 77.9% were explained by other variables. It means this model was not too powerful to explain the relationship between hedonic shopping motives, gender, and impulse online buying.

Gender does not affect impulse buying, meaning that there is no difference between men and women when making impulse buying decisions. The findings of this study are also in line with the results of [13], which indicated that both males and females have compulsive buying inclinations. Koran et al., for example, reported approximately identical percentages of males (5.5%) and females (6.0%) with obsessive buying, validating foundational studies that found females score slightly

higher in compulsive buying than men and have higher avoidance coping strategies. Contrary to a survey conducted by Opera Software in 2017, Indonesian women are more interested in purchasing online or finding things on the internet than males. According to the report, women are more interested in purchasing online or finding items on e-commerce than men, who are just 34% interested. (Brabo et al., 2021). Women have been characterized as the primary online shoppers in some studies, but other research reveals that men prefer to shop online using technology-mediated channels. Technology is infused with masculinity: "computers represent power, and power in our world must be the domain of men." Furthermore, since previous research has shown that males and females have different concerns about online shopping and exhibit different online shopping behaviors, examining gender differences in various hedonic shopping motivations in relation to compulsive online buying would be insightful. Females, according to reports by Bighiu et al., Mueller, Mitchell et al., are more prone to obsessive shopping [12]. The study found that in a rising country like China, distinct hedonic shopping incentives and gender play a key role in obsessive Internet shopping.

Meanwhile, research stated that hedonic shopping motives influence impulse buying in Gen 'Z. Generation-Z can be classified as a "tech addict" as they have a thorough comprehension of internet technology and actively use it for leisure and socializing. They be using the Internet to get information they require and are frequently online 24 hours a day, seven days a week. Generation Z is addicted to technology and social media, and they want to receive everything quickly and conveniently. They get information from the internet and share it frequently. They are also strong at multitasking, dislike working in groups, and are technologically proficient (Simangunsong, 2018). Christina (Rahma & Septrizola, 2019) claims that "Someone will enjoy shopping because it brings them pleasure and makes them feel like they are doing something fascinating. As a result, because it encompasses emotional responses, physical pleasures, dreams, and aesthetic considerations, this motivation is based on subjective or emotional reasoning". The high hedonic shopping value of generation Z, as well as its major impact on impulse buying, necessitates the implementation of the appropriate strategy.

Some tactics that can be used include providing stores and concepts that can suit the needs for entertainment, interesting experiences, a sense of adventure, and the comfort of meeting/gathering and shopping with friends. When it comes to taking advantage of or increasing sales chances from generation Z's impulse buying, which is fueled by hedonic shopping value, unique fashion products that adapt to trends should be a top priority for business owners (Purnomo & Ramadania, 2021).

CONCLUSION

Generation Z's hedonistic attitude toward shopping as an adventure, shopping to keep up with trends, shopping to find deals and discounts, engaging and exchanging information, shopping to shift moods, and shopping for others is manifested through driving impulse buying behavior or accidental e-commerce transactions. in gender, there were no different on impulse buying between men and women. in terms of age, male students did not differ substantially from female students.

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