

## HEDONIC SHOPPING MEDIATION ON IMPULSE BUYING DETERMINANTS

Ika Barokah Suryaningsih  
 Fakultas Ekonomi dan Bisnis, Universitas Jember  
 barokah.feb@unej.ac.id

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### **Abstract**

*The purpose of this study is to prove the role of hedonic shopping in mediating discounts and shopping lifestyles towards impulse buying. The population of this study is the overall consumers of The Body Shop. The sampling method in this study uses accidental sampling. Data collection tools used were questionnaires with a total sample of 100 respondents. Data analysis method uses path analysis and the Sobel test. The results of this study indicate that the mediating role of hedonic shopping on discount and shopping lifestyle as a determinant of impulse buying is proven significant. The total effect of the discount and shopping lifestyle variables on Impulse Buying through Hedonic Shopping is greater than the coefficient of direct and indirect influence. Based on the Sobel Test calculation results prove that the hedonic shopping variable can mediate the impact of the variable discount and shopping lifestyle as a determinant of impulse buying.*

**Keywords:** *discount, shopping lifestyle, hedonic shopping, impulse buying.*

### **Abstrak**

*Abstrak dalam bahasa Indonesia mempunyai ketentuan yang sama dengan bahasa Inggris. Kata kunci juga dicantumkan dalam bahasa Indonesia.*

**Kata Kunci:** *dipisahkan dengan koma, huruf kecil, 3 – 5 kata dan dalam Bahasa Indonesia*

### **INTRODUCTION**

Impulse buying and hedonic motives are still interesting variables to study. Various theories and research still have different result caused by consumer behaviour that is very stimulant due to multiple factors, both internal and external consumers. The role of hedonic motives needs to be explored in mediating the impulse buying determinants based on external factors such as discounts and lifestyle (Mowen and Minor, 2001; Kang, 2019). Most people who have impulse buying behaviour, will buy an item without thinking and thinking about the benefits to be gained from the product. Impulse buying usually occurs when consumers see a product and have an appeal, consumers will accidentally purchase the product (Darrat et al., 2016; Dey and Srinivasta, 2017; Akram et al., 2018).

Impulse buying is inseparable from the Hedonic motive (Pandey and Chawla, 2014; Vieira et al., 2018). Hedonic shopping is based on the experience that has been experienced by consumers when buying goods or using company services (Semuel, 2005). Hedonic shopping plays a vital role in people's behaviour regarding impulse

buying. According to Hermanto (2016), hedonic shopping motivations have a significant effect on impulse buying. Some determinants that stimulate hedonic response include discounts and lifestyle (Kang 2019). Impulse buying usually occurs due to external encouragement as well, for example, a discount given by a company that causes consumers to be tempted to buy it and unwittingly buys a discounted product.

Discount is a price reduction given by the company. It is aimed at new and old customers as a form of appreciation for buying activities carried out on the company's products (Tjiptono, 2008). According to Manggiasih et al. (2015), the discount has a positive effect on impulse buying. Japarianto (2011) state that, shopping lifestyle is a reflection of a person's lifestyle on their status. According to research from Chusniasari (2015), shopping lifestyle has a significant effect on impulse buying, especially on non-durable goods at premium prices.

The Body Shop is a global manufacturing and retail company engaged in cosmetics. The price of each product offered is not low, because the target of this company is the middle class and above. The relatively high price requires The Body Shop to use a discount strategy to attract consumers. Body Shop discounts vary from 10% to 70%. In this way, it allows consumers to conduct impulse buying behaviour. The phenomenon that occurs at The Body Shop, discounts can cause the number of buyers to increase dramatically. The impulse buying nature of consumers happens when The Body Shop gives a discount. Besides, shopping lifestyle, hedonic shopping and impulse buying influence the people of Jember to buy The Body Shop products. The Regional Minimum Wage for Jember Regency is ranked 13th out of 38 regencies and cities in East Java. This condition is also one of the factors that shape the new lifestyle of Jember people. Customers behave hedonic because they have a great lifestyle. With the level of income and some of the research results, the Jember community has high hedonic behaviour and shopping lifestyle.

The theoretical foundation and phenomena that have been explained become a reference in the formulation of this research hypothesis. According to Lestari (2014) and Luong and Slegh (2014), price discount has a positive effect on hedonic value. The stimulus given by the company in the form of a refund can make customers commit hedonic behaviour. Also, Suryaningsih et al. (2015) stated that the discounted price affected the repurchase decision. So the first hypothesis (H1) is the discount effect on hedonic shopping.

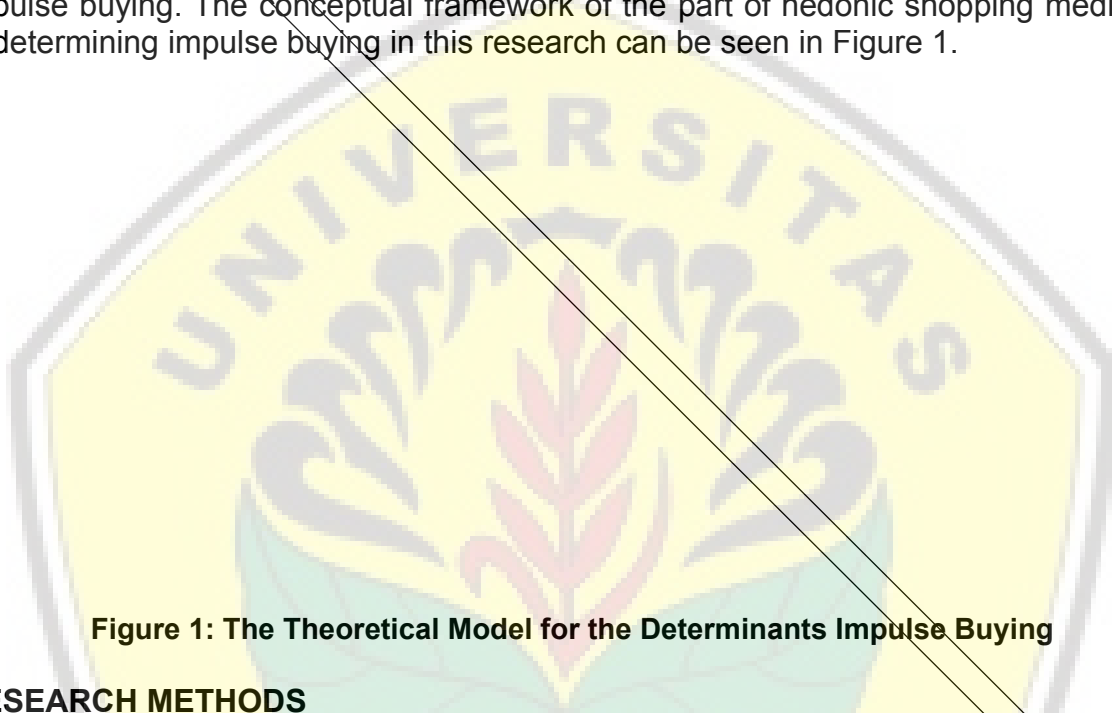
According to Pandey and Chawla (2014) and Andryansyah (2018), shopping lifestyle has a positive effect on hedonic shopping. Customers behave hedonic shopping because they have a great lifestyle. According to Dey and Srivastava (2017), hedonic shopping motivation has a positive effect on impulse buying (through money availability, time availability, and task definition). Thus, the second hypothesis (H2) is that shopping lifestyle influences hedonic shopping.

According to Manggiasih et al. (2015), the discount has a positive effect on impulse buying. According to Sheehan et al. (2017), there is a direct influence between the discount price on impulse buying. Customers often show the nature of impulse buying if there are discounts at the outlet (Sundströma et al., 2019) offered for products sold (Akram et al., 2018). The third hypothesis (H3) of this study is the discount effect on impulse buying.

According to Chusniasari (2015), shopping lifestyle has a significant effect on impulse buying. Customers who have a great lifestyle allow them to carry out impulse buying behaviour. According to Rahmawati (2018), hedonic shopping value and shopping lifestyle have a positive effect on positive emotions. Positive emotions, hedonic shopping value and shopping lifestyle respectively have a positive impact on

impulse buying. Based on previous research, the fourth hypothesis (H4) in this study is that shopping lifestyle has a significant effect on impulse buying.

Hermanto (2016) states that hedonic shopping motivations have a significant effect on impulse buying. Someone who has hedonic behaviour can do impulse buying (Gultekin and Ozer, 2012). Some of the results of previous studies, a hedonic response is closely related to satisfaction (Vieira et al., 2018; Zavadskas, 2019) which will cause repeated buying behaviour (Altukar and Kesari, 2017). Also, Darrat et al., 2016, stated that hedonic motives cause consumers to make impulsive purchases. Thus, the fifth hypothesis (H5) in this study is that hedonic shopping has a significant effect on impulse buying. Based on the description, the purpose of this study is to prove the role of hedonic shopping in mediating discount and shopping lifestyle for impulse buying. The conceptual framework of the part of hedonic shopping mediation in determining impulse buying in this research can be seen in Figure 1.



**Figure 1: The Theoretical Model for the Determinants Impulse Buying**

## RESEARCH METHODS

The design of this study uses quantitative research by testing several hypotheses used to find relationships and path coefficients between several variables.

The population used by researchers to be studied and subsequently drawn and made conclusions are the overall female consumer who makes impulsive purchases on The Body Shop Jember products. The technique used to take the sample of this research is non-probability sampling, namely the accidental sampling method. The Accidental sampling is used when accidentally meet at the object of study and are willing to become respondents voluntarily. Determination of the sample is the number of independent variables multiplied by 25 (Ferdinand, 2014). In this study, there are four variables, namely discount, shopping lifestyle, hedonic shopping, and impulse buying. Based on these conditions, the number of samples in this study was set at 100 respondents.

The research instrument test used before conducting Path Analysis is to use validity, reliability and normality tests. The validity test uses Product Moment Pearson's Correlation analysis, which is by looking for the relationship of each statement to the total score then the results are compared with a critical level of the significance level of 5%. Testing the constraints of measuring instruments in this study using reliability measurements by checking the Cronbach Alpha statistics. The variable is said to be reliable if the variable has a Cronbach Alpha value of more than 0.60. Normality test in this study used the Kolmogorov-Smirnov-test using a confidence value ( $\alpha$ ) of 0.05. If

the significance level is more than 0.05, then the data is normally distributed.

The analytical tool used in this study is Path Analysis. After testing the pathway, then to prove the mediating role of hedonic shopping variables, the mediation hypothesis testing is done with a procedure developed by Sobel (1982) instead of Ferdinand (2014). and known as the Sobel test. Sobel-test is used to determine whether a relationship through a mediating variable is significantly capable as a mediator in that relationship. The significance of the indirect effect, it is necessary to calculate the calculated Z value compared to the t table value, if the t value > Z table value then it can be concluded that there is a mediating effect.

## RESULT AND DISCUSSIONS

Respondent characteristics are essential to study so that they can support a variety of statistical processing results. The data contained in this study include Age, Occupation, Income, and frequency of purchase.

**Table 1. Respondent Data Based on Age**

Age	Amount	Percentage (%)
<20 years old	12	12
21-30 years old	46	46
31-40 years old	34	34
>40 years old	8	8
Total	100	100

Source: Statista, 2019

Based on Table 1, the characteristics of respondents based on age are dominated by consumers with the age of 21-30 years as much as 46%, and ages 31-40 years as much as 34%. This condition is a natural thing; at that age, women already have their income and women look after their appearance more.

**Table 2. Characteristics of Respondents Based on Occupation**

Occupation	Amount	Percentage (%)
Civil servants	12	12
Housewife	46	46
Private employees	34	34
Entrepreneur	8	8
College student	12	12

Source: Data processed, 2019

Based on Table 2, The Body Shop consumers who have the most jobs as private employees are 34% and as entrepreneurs are 24%. It is because the average individual employee is required to maintain the appearance, and The Body Shop is a good and trusted product to meet the needs of appearance and beauty.

**Table 3. Characteristics of Respondents by Income**

Income per month	Amount	Percentage (%)
1 – 2 Million Rupiah	6	6
>2 - 3 Million Rupiah	22	22
>3 Million Rupiah	72	72
Total	100	100

Source: Data processed, 2019

The majority of respondents who are consumers of The Body Shop have income above 3 million rupiahs per month, which is as much as 72%. While the least is earning 1-2 million per month, which is as much as 6%. It is because; the price of The Body Shop products is not a second category, so consumers who have a significant

income can buy the product. The amount of a person's income is shaped lifestyle and hedonic behaviour.

**Table 4. Characteristics of Respondents by Frequency of Purchases**

Frequency of Purchases	Amount	Percentage (%)
2 times	12	12
3-4 times	44	44
5-6 times	32	32
> 6 times	12	12
Total	100	100

Source: Data processed, 2019

The frequency of purchases of The Body Shop products, on average 3-4 times in the last three months is as much as 44%. However, some consumers are consumers in the very hedonic category, namely 12% of the total respondents who have made purchases more than six times in the last three months. The results of testing the validity of research instruments using Pearson's product-moment correlation are presented in Table 5 below.

**Table 5. Test of Validity**

Variable	Item	r-table	r-count	p-value	Explanation
<i>Discount (X1)</i>	X1.1	0,1966	0,706	0,000	Valid
	X1.2	0,1966	0,808	0,000	Valid
	X1.3	0,1966	0,794	0,000	Valid
<i>Shopping Lifestyle (X2)</i>	X2.1	0,1966	0,554	0,000	Valid
	X2.2	0,1966	0,675	0,000	Valid
	X2.3	0,1966	0,535	0,000	Valid
	X2.4	0,1966	0,711	0,000	Valid
	X2.5	0,1966	0,671	0,000	Valid
<i>Hedonic Shopping (Z)</i>	Z.1	0,1966	0,422	0,002	Valid
	Z.2	0,1966	0,580	0,000	Valid
	Z.3	0,1966	0,475	0,000	Valid
	Z.4	0,1966	0,619	0,000	Valid
	Z.5	0,1966	0,665	0,000	Valid
	Z.6	0,1966	0,578	0,000	Valid
<i>Impulse Buying (Y)</i>	Y.1	0,769	0,1966	0,000	Valid
	Y.2	0,840	0,1966	0,000	Valid
	Y.3	0,905	0,1966	0,000	Valid
	Y.4	0,816	0,1966	0,000	Valid

Source: Data processed, 2019

Based on Table 5 above, it can be seen that the correlation between each variable indicator, namely Discount (X1), Shopping Lifestyle (X2), Hedonic Shopping (Z) and Impulse Buying (Y) shows that r-count > r-table and probability sig < 0.5. Thus, all instruments on all variables can be declared valid. The results of the reliability test of the research variables using Cronbach alpha are presented in the following table 6.

**Table 6. Reliability Tests**

Variable	Cronbach's alpha if item deleted	Standard of Reliability	Explanation
Discount (X1)	0,813	0,60	Reliable
Shopping Lifestyle (X2)	0,748	0,60	Reliable
Hedonic Shopping (Z)	0,725	0,60	Reliable
Impulse Buying (Y)	0,825	0,60	Reliable

Source: Data processed, 2019

Based on Table 6 shows the results of reliability testing on the variables tested, with a Cronbach alpha value above 0.60. It shows that the research instrument in the form of this questionnaire has been reliable because Cronbach Alpha is higher than the critical value of standard Cronbach alpha. Data normality testing is carried out to ensure that all data in this study are normally distributed before path testing.

**Table 7. Normality Test**

Variable	Kolmogorov-smirnov	$\alpha$	Explanation
Discount (X1)	0,326	0,05	Normal
Shopping Lifestyle (X2)	0,117	0,05	Normal
Hedonic Shopping (Z)	0,102	0,05	Normal
Impulse Buying (Y)	0,146	0,05	Normal

Source: Data processed, 2019

Based on Table 7 above shows that the value of the results of the normality test with Kolmogorov-Smirnov test on each variable exceeds the amount of  $\alpha > 0.05$ . The results of this test illustrate that the data in this study are normally distributed. Path analysis is part of the regression analysis used to analyze causal relationships between variables where the independent variables influence the dependent variable, both directly and indirectly, through one or more intermediaries.

**Table 8. Path Analysis**

Hypothesis	Direct Effects	Indirect Effects	Total Effects
X1 → Z	0,349		
X2 → Z	0,380		
Z → Y	0,293		
X1 → Y	0,295		
X2 → Y	0,293		
X1 → Z → Y		0,102	0,397
X2 → Z → Y		0,111	0,404

Source: Data processed, 2019

a. Direct Effect (DE)

1). Effect of variable Discount (X1) on Hedonic Shopping (Z)

DEzX1: X1 → Z

DEzX1 : 0,349 or 34,9%

2). The influence of Shopping Lifestyle (X2) variables on Hedonic Shopping (Z)

DEzx2: X2 → Z

DEzx2 : 0,380 or 38,0%

3). Effect of variable Discount (X1) on Impulse Buying (Y)

DEyX1: X1 → Y

DEyX1 : 0,295 or 29,5%

4). Effect of Shopping Lifestyle (X2) variable on Impulse Buying (Y)

DEyx: X2 → Y

DEyx2 :0,293 or 29,3%

5). Effect of Hedonic Shopping (Z) on Impulse Buying (Y)

DEzy: Z → Y

DEzy : 0,293 or 29,3%

b. Indirect Effect (IE)

1). Indirect Effect of variable Discount (X1) on Impulse Buying (Y) through Hedonic Shopping (Z).

IEyzX1: X1 → Z → Y

IEyzX1: (0,349)(0,293) = 0,102 or 10,2%

The effect of the Discount variable (X1) on Impulse Buying (Y) through Hedonic Shopping (Z) is obtained from the multiplication of the Discount variable (X1) to Hedonic Shopping (Z) and the effect of Hedonic Shopping (Z) on Impulse Buying (Y). So the indirect effect of the Discount variable (X1) on Impulse Buying (Y) through Hedonic Shopping (Z) is 0.102 or 10.2%.

2). Indirect Effect of Shopping Lifestyle (X2) on Impulse Buying (Y) through Hedonic Shopping (Z).

IEyzx2: X2 → Z → Y

IEyzx2: (0,380)( 0,293) = 0,111 or 11,1%

Effect of Shopping Lifestyle (X2) on Impulse Buying (Y) through Hedonic Shopping (Z). Obtained from multiplication between the Shopping Lifestyle (X2) variable to Hedonic Shopping (Z) with the influence of Hedonic Shopping (Z) on Impulse Buying (Y). So the indirect effect of the influence of Shopping Lifestyle (X2) variables on Impulse Buying (Y) through Hedonic Shopping (Z) is 0.111 or 11.1%.

c. Total Effect

1). Total Effect of variable Discount (X1) on Impulse Buying (Y) through Hedonic Shopping (Z).

TEyzX1: DEyX1 + IEyzX1

TEyzX1: 0,293 + 0,102 = 0,397 or 39,7%

The total effect of the Discount variable (X1) on Impulse Buying (Y) through Hedonic Shopping (Z) is obtained from the sum of the influence of the Discount variable (X1) on Impulse Buying (Y) with the indirect effect of Discount (X1) on Impulse Buying (Y) through Hedonic Shopping (Z) is 0.397 or 39.7%.

2). Total Effect of Shopping Lifestyle (X2) on Impulse Buying (Y) through Hedonic Shopping (Z).

TEyzX2: DEyX2 + IEyzx2

TEyzX2: 0,295 + 0,111 = 0,404 or 40,4%

The total effect of the Shopping Lifestyle (X2) on Impulse Buying (Y) through Hedonic Shopping (Z) is obtained from the sum of the influence of the Shopping Lifestyle (X2) on Impulse Buying (Y) with the indirect effect of the Shopping Lifestyle (X2) on Impulse Buying (Y) through Hedonic Shopping (Z) is 0.404 or 40.4%.

The t-test is done to prove that the research hypothesis is accepted or rejected. The t-test results can be seen in the following Table 9.

**Table 9. The Result of t-Test**

Hypothesis	t-count	t-table	p-value	A
1	3,717	1,98498	0,000	0,05
2	4,049	1,98498	0,000	0,05
3	3,317	1,98498	0,001	0,05
4	3,299	1,98498	0,001	0,05
5	3,278	1,98498	0,001	0,05

Source: Data processed, 2019

Based on table 9, all independent variables have the value of  $t > t$  table. The value of t-table  $df = n-2$  is 1.98498, and the significance is  $<0.05$ . The t-value for each of the independent variables is  $3,717 > 1,98498$  for the Discount (X1) to Hedonic Shopping (Z);  $4,049 > 1,98498$  for the Shopping Lifestyle (X2) against Hedonic Shopping (Z);  $3,317 > 1,98498$  for the Discount (X1) to Impulse Buying (Y);  $3,299 > 1,98498$  for the Shopping Lifestyle (X2) for Impulse Buying (Y), and  $3,278 > 1,98498$  for the Hedonic Shopping (Z) variable for Impulse Buying (Y). Thus, it can be concluded that all the hypotheses proposed by  $H_a$  are accepted and  $H_0$  is rejected. The mediating role of hedonic shopping towards discount as a determinant of impulse buying

**Table 10. Sobel Test**

Bxz	SExz	Bxy	SExy	Bxz*Bxy	Bxz^2	SExz^2	Bxy^2	SExy^2	(Bxz^2)* (SExy^2)	(Bxy^2)* (SExz^2)
0,349	0,00	0,295	0,009	0,153	0,315	0,000	0,075	0,000	0,00003	0,00000
0,380	0,01	0,293	0,025	0,058	0,082	0,000	0,041	0,001	0,00005	0,00000
									0,00008	0,00000
Total				0,21141						0,00008
SQRT										0,00901
Z count										23,47684
A										0,05
Z table										1,98

Source: Data processed, 2019

Based on the calculation of the Sobel test shows the absolute z-value ( $23.476$ )  $> 1.98$  with a significance level of 5%, then proves that the hedonic shopping variable can mediate the influence of the variable discount and shopping lifestyle as a determinant of impulse buying. Thus, the path analysis model of the hedonic shopping mediation role of impulse buying determinants is presented in Figure 2.

Discount is a discount given by the company and is aimed at new and old customers as a form of appreciation for buying activities carried out on the company's products (Tjiptono, 2008). The discount variable gets a good response from consumers. The Body Shop often gives discounts at certain times, for example before a religious celebration, the end of the year, or other special moments and has been written down. However, there is still a response that is not good, and The Body Shop is still too small in providing a discount.

The results showed that Discount affects Hedonic Shopping, this is indicated by the value of a positive path coefficient, it can be interpreted that the higher the discount given by The Body Shop, the more the consumer Hedonic Shopping increases (Loung and Slegh (2014) instead of Tjiptono (2008)). Although the discount



affects hedonic behaviour, the path coefficient is smaller than the shopping lifestyle path coefficient on hedonic shopping. It is possible in the price of premium products targeting the middle and upper market segments so that the discounts felt by consumers have not been able to reduce the acquisition price significantly.

**Figure 2: The mediation of Hedonic Shopping to Determinants Impulse Buying**

The majority of high-income people make a product purchase without seeing the product useful or not. Products that are produced in a limited "limited edition" are a stimulus that causes consumers without thinking to buy it. Shopping lifestyle is a buyer's behaviour regarding responses to the purchase of a product he has done (Tirmizi, 2009).

Shopping lifestyle variables get a good response on each statement or supporting indicator. Respondents assume that The Body Shop is a well-known brand. Besides that this product has good quality. Respondents also expect to attract consumers. The Body Shop must use celebrity endorsers to provide an attraction in buying each of the latest products.

The results showed that Shopping lifestyle influences Hedonic Shopping, this is indicated by the value of a positive path coefficient, it can be interpreted that the better the Shopping lifestyle, the more Hedonic Shopping consumers will be. These results also support research by Andryansyah (2018) and Zavadskas (2019) shopping lifestyle has a positive effect on hedonic shopping.

Discount is a direct discount on the price of the original product and is valid for the period specified. Body Shop discounts vary from 10% to 70%. In this way, it allows consumers to conduct impulse buying behaviour because The Body Shop has spoiled it.

Based on the results of respondents' answers about the Discount and Impulse Buying variables, the average respondent agreed to the statements on the questionnaire relating to Discounts and Impulse Buying. The response can be interpreted that The Body Shop should further improve giving and information about discounts also increase consumer impulse buying.

The results showed that Discount had an effect on Impulse Buying with a significance level of less than 0.05. Besides, the value of the regression coefficient is positive, which means that the more frequent or more significant discount is given, can increase Impulse Buying. It supports the results of research from Manggiasih et al., (2015); Suryaningsih et al., (2019); Sheehan et al. (2019). the results of this study are that the discount has a positive effect on impulse buying.

A lifestyle about how to manage finances, time, activities, and behaviour are called shopping lifestyle (Levy, 2009: 131). Lifestyle is one of them influenced by the current of globalization. The lifestyle can be in the form of shopping patterns that can cause consumer Impulse Buying. Besides, according to Pandey and Chawla (2014), lifestyle is closely related to enjoyment, trust, efficacy, offers, and belief in shaping impulse buying behaviour.

Based on the results of respondents' answers, the average respondent answers to agree on statements relating to Shopping Lifestyle and Impulse Buying. It can be interpreted that The Body Shop must be more careful in capturing the behaviour in the Shopping Lifestyle of consumers to further increase impulse buying.

The results showed that Shopping Lifestyle affected Impulse Buying seen from the effects of hypothesis testing, which showed t-arithmetic higher than t-table and significance level smaller than 0.05. Besides, the value of the regression coefficient is positive, which means that the higher the Shopping Lifestyle of consumers, the more Impulse Buying increases. These results support the findings of Chusniasari (2015) and Andryansyah (2018), which states that shopping lifestyle influences impulse buying. However, the path coefficient of the impact of shopping lifestyle on impulse buying is not higher than the path coefficient from the effects of discount on impulse buying. It shows that in impulse buying consumers are more dominantly influenced by the amount of the discount.

An important role in impulse buying is hedonic shopping (Lestari, 2014). Besides financial, other reasons such as fantasy, the social and emotional influence of someone who wishes hedonic causes, someone, to have impulse buying behaviours (Chusniasari, 2015). The Body Shop is already right in marketing through hedonic shopping, but The Body Shop must further improve its marketing also increase consumer impulse buying. The results showed that hedonic shopping affects Impulse Buying seen from the effects of hypothesis testing, which shows that t-arithmetic is more significant than t-table. The significance level is smaller than 0.05. It can be interpreted that the higher the value of hedonic shopping can increase Impulse Buying. It also reinforces the results of research from Manggiasih et al., (2015) hedonic shopping has a positive effect on impulse buying. Research from Chusniasari (2015); Darrat et al., (2016); Vieira et al., (2018) shows that hedonic shopping motivation has a significant effect on impulse buying. Research from Hermanto (2016) results of this study indicates that hedonic shopping motivation has a substantial impact on impulse buying.

The results showed that the discount on impulse buying through hedonic shopping had a significant effect. The influence is shown on the results of hypothesis testing, which shows the results of t-arithmetic higher than t-table and the level of significance is less than 0.05. The path coefficient value is positive, meaning that more discounts will have an impact on increasing impulse buying through hedonic shopping. From the results of research on several consumers, the creation of impulse buying is obtained from a discount given by The Body Shop. When there was a discount announcement at The Body Shop Jember outlets, consumers whose primary purpose was not to visit The Body Shop, became interested in attending and even buying The Body Shop products.

Impulse buying can be created if consumer hedonic shopping increases (Gultekin and Ozer, 2012). Consumers who get good experiences after buying products from The Body Shop will increase the value of hedonic shopping. Impulse buying will appear when consumers see the products displayed on the store. The magnitude of the indirect effect of discount on impulse buying through hedonic shopping is 10.2%. Meanwhile, the total impact of the Discount variable on Impulse

Buying through Hedonic Shopping is 0.397 or 39.7%. It proves that the effect of discount on impulse buying is more significant if through hedonic shopping mediation compared to its direct and indirect influence. The Sobel test shows that the absolute  $z$ -value  $>$   $z$ -table with a significance level of 5% proves that the hedonic shopping variable can mediate the effect of the discount variable as a determinant of impulse buying (Dey and Srinivasta, 2017; Altukar and Kesari, 2017).

The results of this study prove that the intervening hedonic shopping variable will foster influence in increasing impulse buying. The results of this study can be a recommendation for The Body Shop to provide discounts at the right moment. They are providing information about discounts so that consumers have good knowledge and bring up hedonic shopping to foster impulse buying in consumers of The Body Shop.

The results showed that shopping lifestyle for impulse buying through hedonic shopping had a significant effect. The influence is shown on the results of hypothesis testing, which shows the results of  $t$  arithmetic higher than  $t$  table and the level of significance is less than 0.05. The path coefficient value is positive, meaning that the better the shopping lifestyle will have an impact on increasing impulse buying through hedonic shopping (Gultekin and Ozer, 2012).

The results of research on several consumers, the emergence of impulse buying is obtained from the creation of shopping lifestyle (Kang, 2019). When consumers see that celebrities use this brand as an endorse star, there will be a desire to use products from The Body Shop as well. Even if there is a new product, consumers will be interested in buying it.

Impulse buying can be created if consumer hedonic shopping increases (Altukar and Kesari, 2017). Consumers who get good experiences after buying products from The Body Shop will increase hedonic shopping. Thus impulse buying will emerge when consumers see the products displayed at its outlets. The magnitude of the indirect effect of shopping lifestyle on impulse buying through hedonic shopping is 11.1%. Meanwhile, the total influence of shopping lifestyle variables on Impulse Buying through Hedonic Shopping is 0.404 or 40.4%. It proves that the impact of shopping lifestyle on impulse buying is more significant if it is mediated by hedonic shopping compared to its direct and indirect influence. The Sobel test shows that the absolute  $z$  value  $>$   $z$  table with a significance level of 5% then proves that the hedonic shopping variable can mediate the influence of the shopping lifestyle variable as a determinant of impulse buying.

The results of this study prove that the presence of intervening variables in the form of hedonic shopping will foster a good influence on the variable impulse buying. From the results of this study, The Body Shop must be able to increase the value of shopping lifestyle, to bring up hedonic shopping and can foster impulse buying in consumers of The Body Shop (Akram et al., 2018).

## CONCLUSION

Based on the results of the analysis and discussion, it can be concluded that the study of the discounted variable path to hedonic shopping has a significant positive coefficient. Meanwhile, the shopping lifestyle path analysis of hedonic shopping has a significant decisive factor. The discount path coefficient is higher than the shopping lifestyle path coefficient for hedonic shopping. The frequency and magnitude of discounts given are a more influential customer in increasing the value of hedonic shopping.

The test results of the discounted variable path analysis for impulse buying have a significant positive coefficient. Besides, the shopping lifestyle path coefficient of

impulse buying also has a significant decisive factor. The shopping lifestyle coefficient more influences impulse buying compared to discount. The test results of the hedonic shopping variable path analysis of impulse buying have significant positive coefficient values; this means that hedonic shopping behaviour can increase impulse buying.

The role of Hedonic Shopping Mediation towards discounts and Shopping Lifestyle as determinants of Impulse Buying is also evident. The total effect of discount and shopping lifestyle variables on Impulse Buying through Hedonic Shopping is greater than the coefficient of direct and indirect influence. Based on the calculation results, Sobel Test proves that the hedonic shopping variable can mediate the impact of the variable discount and shopping lifestyle as a determinant of impulse buying.

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